

VOLUME 7 ♦ NUMBER 2

JANUARY, 1937



AUTOMATIC WORLD

ATTEND THE
NATIONAL COIN
MACHINE SHOW

SHERMAN HOTEL
CHICAGO

JANUARY 11-12-13-14, 1937

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ROCK-OLA'S

ALL TIME ★ ALL STAR ★ SENSATION **1937 WORLD SERIES**

★ Over a quarter of a million dollars (\$250,000) has been spent to give you this "Acme of Perfection!"

Mere words cannot justly describe this achievement!

It must be actually SEEN to be appreciated!
Almost human—all but talks—

As new and startling as Television! Fully protected under present Patent Nos. 1,802,521, 1,842,863 and 1,975,374.

First showing at the Coin Show, at Rock-Ola's Spaces, 16-17-18-49-50-51-52-53—extreme north end of Exhibit Hall.

DON'T MISS "ROCK-OLA'S NEW 1937 SENSATION"



*A Rock-Ola
Precision Product*

★

**ROCK-OLA MFG.
CORPORATION**

800 NORTH KEDZIE AVENUE
CHICAGO • ILLINOIS



Greetings

to all our friends in the

COIN MACHINE INDUSTRY

May your visit with us be a happy and
interesting one. While attending the show, don't fail
to see Buckley's 1937 models. Make our display
and office your headquarters. You're WELCOME!



BUCKLEY MANUFACTURING CO.

Booths 148A and 149A

A

BUCKLEY GAME

is an OPERATOR'S IDEA BROUGHT to LIFE !



It's Your Opening to....

COMBINATION



- 1 Fully automatic payout—one ball play, providing perfect COMBINATION OF A REGULAR SLOT MACHINE WITH A REAL SKILL GAME.
- 2 Playing field absolutely new and different—no pockets—no hazards—no pinning—just a few "LANES," two of which are FREE plays. Payout ranges from 2 to 20.
- 3 Modernistic cabinets "by CHURCHILL"—just the right size for easy handling and for every location.
- 4 Equipped with Buckley's exclusive "PAYMASTER" unit—the world's finest. Check Separator optional.
- 5 Three reels—spinning rapidly on each return of the large steel ball, adding a fascination and an appeal never before found in any table game!
- 6 By all odds—by every comparison "IT'S NEW AND DIFFERENT!"
- 7 *Immediate Deliveries and Your Satisfaction Assured!*

\$88⁰⁰ F. O. B. CHICAGO,
TAX PAID



Product of

BUCKLEY MFG. CO.

2156 W. WASHINGTON BLVD., CHICAGO, ILL.

SHOOT-A-LITE

Exhibit's Sensational Rifle Target Attraction



OPEN SEASON
THE YEAR AROUND
YOU CAN OPERATE SHOOT-A-LITE
IN ANY TERRITORY AT ANY
TIME. IT'S ALL SKILL AND
LEGAL EVERYWHERE. IT'S THE
GREATEST MONEY-MAKING
OPPORTUNITY OF THE
ENTIRE COIN MACHINE INDUSTRY

SHOOT-A-LITE

The GREATEST of all Rifle-Target ATTRACTIONS!

Exhibit pioneered photo-electric rifle-target equipment . . . built the first successful machines . . . knows ray-shooting equipment. You would naturally expect Exhibit to build the GREATEST of ALL rifle-target attractions. And that is exactly what Exhibit has done . . . Shoot-A-Lite is **five years ahead** in mechanical perfection and simplicity of construction. It is the most "realistic" hunting attraction ever conceived. And it has the "eye appeal" and "player interest" to attract and **HOLD volume play** the year around **without the use of awards**.

The thrill of an early-morning duck hunt . . . the fun of shooting a real rifle . . . and the sport of hitting life-like moving targets . . . are yours in Shoot-A-Lite. Hunters stand in line to play it. Expert marksmen endorse it. Men, women and children ALL love to shoot it. Locations demand it. **And you'll swear-by it**, because it's a fact that Shoot-A-Lite is **the one and only** rifle-target game that "gets volume play" **without the use of awards**. It's "the **ultimate** in rifle-target equipment."



It's **TOPS** for Showmanship

FOUR moving targets . . . **FOUR** ducks that fly **VARYING** courses **UP** and **DOWN** and **ACROSS**

Instead of one "lonesome" duck revolving on a disc, flapping a wing or painted on glass—Shoot-A-Lite has a flock of **FOUR** life-like ducks winging their way in natural flight **UP** and **DOWN** and **ACROSS** the entire rifle range. Each duck is a different kind, life-like in size, color and action; and each flies an **entirely different course** through the rifle range—which is a colorful, panoramic view of the great outdoors.

One duck rises slowly from the green of a pond; another swoops down the haze and gray of the early dawn; the next flies high through the blue of the sky; and still another wings his way along the horizon.

HERE is realism. **HERE** is action, life and beauty. **HERE** is **REAL** sport. The player must aim at a different duck, flying a different course and at a different angle each time he shoots.

Shoots a "bullet size" ray of light at moving duck targets. Ray adjustable for length, **ALWAYS** in focus. Rifle built to **REAL GUN** proportions, yet light enough for women and children. "Indestructible" trigger switch.

Operators report that Shoot-A-Lite paralyzes play on ordinary rifle-target games ★ Returns investment in a week ★ Breaks **ALL** records earning **TOP** money month after month.



This **preferred** type of target pedestal enables you to install Shoot-A-Lite in **any** location, small or large. Base only 24 inches in diameter. Height adjustable to clear counter, tables or bar. Operates at **ANY** practical distance.

Four types of installation — (1) adjustable pedestal, (2) hung from ceiling, (3) attached to wall (4) placed on counter (target not too heavy). Size 31"x31"x13". Height adjustable 70 to 95 inches. **Easy to install.**

4 MOVING TARGETS

4 TIMES THE PROFIT

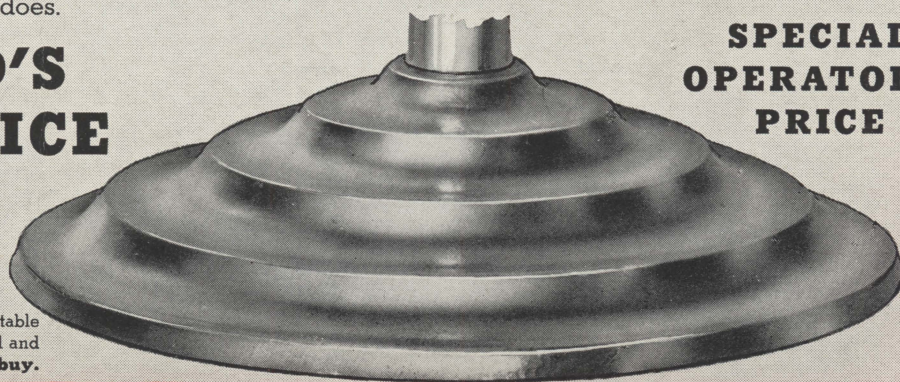
Shoot-A-Lite's massive hand-polished, solid-walnut cabinet is truly impressive. But even more important to you are the **FOUR** Flying-Duck targets. One is easy to hit; another medium easy; the next is fairly hard to hit; and the fourth requires real marksmanship. **FOUR** degrees of skill mean **FOUR** times as many players and **FOUR** times the profit to you . . . So **WHY** be contented with rifle-target games that offer **only one** duck; **one** degree of skill; or possibly painted-on, stand-still targets that **anyone** can master. You can't expect such a game to earn even a **small** percentage of the profits you are **sure** to get from Shoot-A-Lite with its great **FOUR** Duck, Flying Target attraction . . . The finest locations in your territory will be **yours** with Shoot-A-Lite. It's an attraction they all want. And it can be installed in any location, large or small. It's adjustable to **every** location problem — height, clearance, range, installation or scoring. Fill your territory with Shoot-A-Lites **NOW** before your competitor does.

**WORLD'S
LOW PRICE**

See **ALL** Rifle-Target games, and you'll agree that Shoot-A-Lite is **the greatest of all**. Yet it sells at only \$245

for complete game, including adjustable pedestal, extra-long extension cord and extra ray bulb. **Nothing else to buy.**

**SPECIAL
OPERATOR'S
PRICE**



**\$245
Complete**

Interchangeable **TARGET** Replacements

NOW READY

Interchangeable replacement targets are immediately available **ONLY** in Shoot-A-Lite. They keep play **PERPETUALLY** at a peak — *kill* competition — *triple* life on location — and *make your investment secure* for years to come. They are **NOW** available for **only \$20.00** each and enable you to install more than one Shoot-A-Lite in busy locations or you may use them one after another to keep play *perpetually* at a peak.



Ducks winging their way in natural flight through a realistic marsh scene.

Rabbits scampering through a typical mid-western corn-field scene.

Squirrels hopping from limb to limb in a beautiful and natural wooded scene.

Game Birds—grouse, pheasant, prairie chicken and quail flying through a colorful prairie scene.



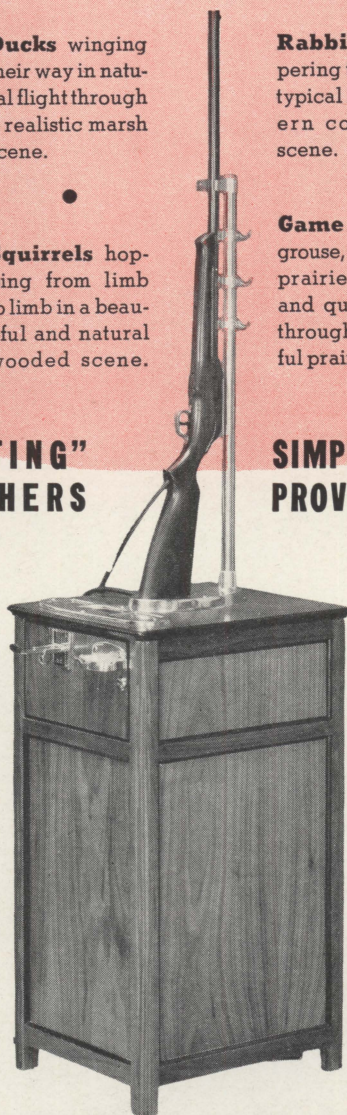
MORE PROVEN "MONEY-GETTING" FEATURES THAN IN ALL OTHERS

CONTINUOUS SCENE-IN-ACTION—Ducks fly continuously. Switch turns action ON or OFF as desired — Colorful SCENIC LIGHTING-EFFECTS and Continuous Action attract *everyone* entering your location—True-to-Life SOUND EFFECTS bring the ringing "crackle" of the rifle report along with a host of other "sound" thrills. Automatic LIGHT-UP HIT REGISTER tells how many ducks player has hit. Simple SKILL ADJUSTMENT makes ducks easier or harder to hit.

- No Cartridges to Replace. ● No "Flashlight" or "Fanning" Worries. ● No Interference from Location Lights. ● No Tricky Adjustments.

UPRIGHT STAND

Players can't resist this unique UPRIGHT method of presenting gun. It's an "invitation to shoot." Convenient gun rests at varying heights for women and "unsteady" players. Dirt-collecting side compartments are done away with, preventing shoulder rest from soiling customer's clothing. Hand-polished, solid-walnut cabinet; chrome-metal ash tray; and chrome accessories. Cabinet 16½x20x35"



SIMPLIFIED ONE PHOTO-CELL MECHANISM PROVEN CHEAT-PROOF AND TROUBLE-FREE

Shoot-A-Lite is mechanically five years ahead, because of its *simplified* ONE photo-cell—SINGLE adjustment mechanism. *Self-adjusting amplifier* automatically adjusts photo-cell to varying line voltage and location lights. Target "fanning" and "flashlight" worries are eliminated. Only the concentrated "bullet-size" ray of light from rifle can register a hit. *Ray-bulb problems ended* by "non-breakable" mounting. Ray-bulb is also replaceable at any auto supply store. *Mechanism is In-A-Drawer*. In fact, Shoot-A-Lite is perfect in every mechanical detail—It's "cheat-proof" and "trouble-free."

- No Cheating or Service Worries. ● No Troublesome Amplifier Adjustments. ● No Ray Bulb Breakage. ● And only ONE Photo Cell.

WORLD'S LOW PRICE

NOW, let's talk FACTS. No other rifle-target game CAN compare with Shoot-A-Lite. YET Shoot-A-Lite sells at a World's Low Price for complete game. There **MUST** be a reason. And there IS. Shoot-A-Lite is sold FOR CASH. You DO NOT pay for notes that others fail to pay. You pay **ONLY** for the game . . . and YOU GET YOUR MONEY'S WORTH. Don't be fooled. Buy the **BEST** for LESS—Exhibit's Shoot-A-Lite sells for only \$245.00 complete. Nothing else to buy.

See Your Jobber

or Write Direct to

EXHIBIT SUPPLY CO.

4222-30 WEST LAKE STREET, CHICAGO, ILLINOIS

Yes, there is ★ ★ ★
A SANTA CLAUS



SANTA CLAUS

to AMERICA'S MOST SUCCESSFUL OPERATORS

In keeping with the Spirit of the Season, we who build Wurlitzer-Simplex Automatic Phonographs take this means of pledging to you who operate them—a continuance of the policies and products that have so richly rewarded you during 1936. The Rudolph Wurlitzer Company, North Tonawanda, N.Y.





Which is the best way
WURLITZER
knows of to
Wish You a MERRY CHRISTMAS
and a HAPPY NEW YEAR



LINE UP THE BEST LOCATIONS WITH THE
WURLITZER - SIMPLEX

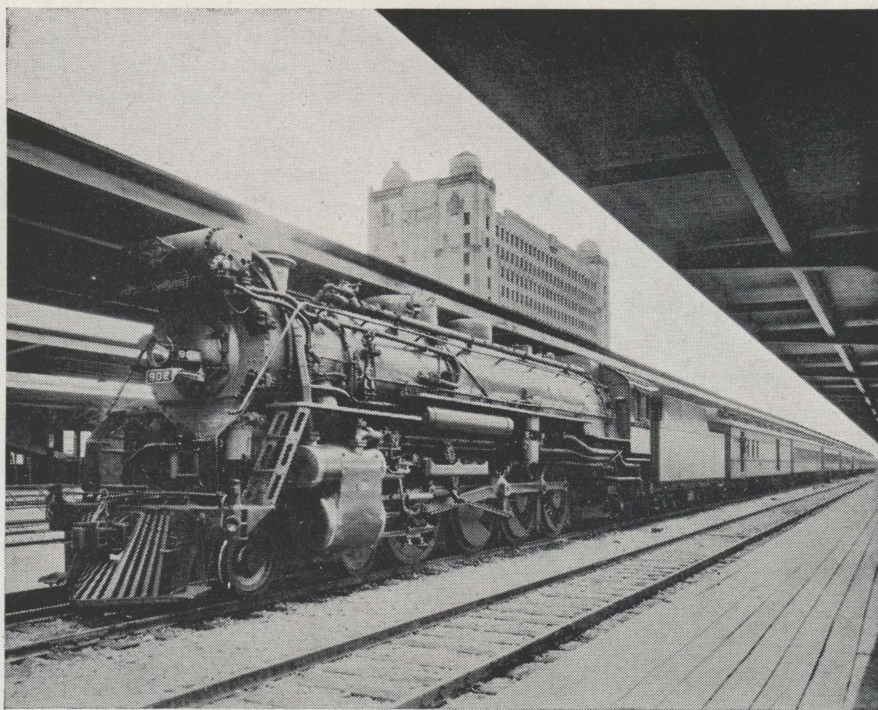
OPERATORS, SEE THE BIG NATIONAL COIN MACHINE SHOW IN CHICAGO, JANUARY 11-14, 1937

Every operator in the United States should go to the National Coin Machine Show! If you have never attended, it will be the best investment you have ever made.

One really good reason is—you are certainly entitled to know what a big industry you are a part of, and until you go and see with your own eyes, you can never realize its vast extent. So, if you have not definitely made up your mind by the time you read this, the thing to do is call, write or wire for your reservation.

If you live in Texas, Louisiana or Arkansas, you should join the operators who will go to Chicago on the special train. This special train idea has become very popular. Folks who have made the trip for the past few years always look forward with the greatest of pleasure to the next year.

Oklahoma ops can go direct to St. Louis and join the party there. It would be great if all go into Chicago together.



THE PICTURES

Above: Type of train which will carry operators and their wives to Chicago. Several Pullman cars will be reserved especially for coin machine men.



Left: View inside Club Car which will be attached to the luxurious Texas & Pacific train carrying coin machine men and their families to the Big Show in Chicago.

BEST WISHES FROM EARL E. REYNOLDS

Dallas, Texas, December 5, 1936.

Mr. Oscar Branch,
Automatic World,
120 St. Louis Avenue,
Fort Worth, Texas.

Dear Oscar:

I guess at this season of the year, we generally take time out from the usual daily grind to think over the many pleasant experiences we have had during the year, also to give thanks for our many friends with whom we have come in contact, and because of that contact it has made all of our troubles seem a little lighter.

In closing the year 1936, I think of so many things for which I am thankful, and so many persons in this industry who, in some way or another, have been instrumental in helping us over the rough spots, so many of which each of us has experienced in the coin machine industry during this year, which is now drawing to a close.

Heading that list for two reasons is the AUTOMATIC WORLD and its very splendid service rendered the entire industry. I said two reasons, one being because of my sincere friendship for the men responsible for the AUTOMATIC WORLD, and secondly because of "A" being the first letter in the alphabet. I could use almost every letter in the alphabet being thankful to some individual or company who has been helpful to myself and the entire industry during this year, but that would require too much space, so in conclusion, let me say that I thank you, Oscar Branch, personally, for the splendid co-operation you have given me and the entire State Association during this year, and I hope that when that Texas train arrives in Chicago at 1:53 p.m. January 10th, there will be so many Texans on that train that we can definitely prove to the entire industry again that Texas is not only the largest state in the Union from the standpoint of the amount of territory it covers, but that we may have the largest representation of any state in the Union. I am sure that everyone who goes will enjoy the trip, and I am looking forward with pleasure to that trip with each of you—so again the Season's Greetings and thanks for your many, many favors.

Very truly yours,

EARL E. REYNOLDS

EER:aw



WHAT'LL IT BE, SUH?

"Business end" of Club Car—where food and refreshments may be had during the trip to Chicago.

Don't fail to send in your reservations early if you wish to ride this luxurious and comfortable train to the Big Show, Jan. 11-14.



CALLING ALL OPS!! ON-TO-CHICAGO

For the National Convention of Coin Machine Manufacturers and Operators, to be held in Chicago January 11—14, 1937, inclusive. The Transportation Committee has selected the following Official Route—

**TEXAS & PACIFIC RAILWAY FROM NORTH TEXAS
MISSOURI PACIFIC LINES FROM SOUTH TEXAS
VIA ST. LOUIS—THENCE ALTON TO CHICAGO**

↓

High Grade Solid Steel Sleeping Cars will be operated thru to Chicago for our party.

Make your reservation early. Address your application to

OSCAR J. BRANCH
Editor
AUTOMATIC WORLD
120 St. Louis Ave.
Fort Worth, Texas

●

Obey that Impulse,
DO IT NOW!

↑

From	Schedule	Date	Road	Round Trip	One Way Lower
Lv. El Paso	9:00 p.m.—Jan.	8—T&P		\$56.10	\$10.25
Lv. Abilene	10:20 a.m.—Jan.	9—T&P		44.15	8.50
Ar. Fort Worth	2:40 p.m.—Jan.	9—T&P		38.20	7.00
Lv. Amarillo	9:45 p.m.—Jan.	8—FW&DC		40.60	9.50
Lv. Wichita Falls	3:30 a.m.—Jan.	9—FW&DC		38.65	*7.00
Ar. Fort Worth	6:25 a.m.—Jan.	9—FW&DC		38.20	7.00
Lv. Fort Worth	3:05 p.m.—Jan.	9—T&P		38.20	7.00
Lv. Dallas	3:50 p.m.—Jan.	9—T&P		38.20	7.00
Lv. Temple	12:43 p.m.—Jan.	9—MK&T		43.05	*7.00
Lv. Waco	1:35 p.m.—Jan.	9—MK&T		41.70	*7.00
Ar. Dallas	3:50 p.m.—Jan.	9—MK&T		38.20	7.00
Lv. Dallas	4:00 p.m.—Jan.	9—T&P		38.20	7.00
Ar. Longview	6:45 p.m.—Jan.	9—T&P		35.00	6.50
Lv. San Antonio	9:00 a.m.—Jan.	9—MP		48.60	9.00
Lv. Austin	10:55 a.m.—Jan.	9—MP		45.40	8.50
Lv. Houston	12:30 p.m.—Jan.	9—MP		44.25	8.25
Ar. Longview	6:25 p.m.—Jan.	9—MP		35.00	6.50
Lv. Longview	6:45 p.m.—Jan.	9—T&P		35.00	6.50
Lv. Texarkana	8:55 p.m.—Jan.	9—MP		31.35	5.75
Ar. St. Louis	8:30 a.m.—Jan.	10—MP		—	—
Lv. St. Louis	8:58 a.m.—Jan.	10—ALTON		—	—
Ar. Chicago	1:53 p.m.—Jan.	10—ALTON		—	—

*Indicates Pullman Fare from Fort Worth or Dallas

↓

YOUR
TICKET
SHOULD
READ
"SUNSHINE
SPECIAL"
TO ST. LOUIS
ALTON
TO CHICAGO
RETURNING
SAME WAY

↑

DELIVERIES BEGIN ON BALLY'S EAGLE EYE

With the announcement that Bally's Eagle Eye would be placed at once on a double-shift production basis, Bally Manufacturing Company has begun to make deliveries on their photo-electric ray-rifle range, which is said to be one of the most eagerly awaited machines of its kind to appear on the market.

Jim Buckley, Bally's general sales manager, states that day and night production will be necessary at least until convention time in order to fill the volume of orders on hand. "We are," Jim said, "up against the biggest pile-up of orders in our history. Thousands of operators and a great number of the largest distributors in the country have insisted on awaiting for Bally's Eagle Eye. As a result, during the time we have been putting the finishing touches on the machine, orders have piled higher every day."

"The patience of these Bally boosters will be well rewarded when Bally's Eagle Eye gets on location. That 'Triple Duck' Target idea, utilizing as it does the old favorite 'progressive score' idea is already making a hit on location, and its fascination will steadily grow on the thousands and thousands of people who will play Bally's Eagle Eye during the coming year. Moreover, the 'Triple Target' idea gives full satisfaction to the novice and sharpshooter alike, so that every type of player will be attracted to the game."

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ROCK-OLA ANNOUNCES NEW DELUXE "ROCK-O-BALL"

It is reported that Rock-Ola's New Deluxe "Rock-O-Ball" is the only bowling alley with triple score feature, showing at a glance the high score of any previous game—the score of the game being played—and at all times it shows the number of balls played.

The New DeLuxe Model is said to be as quiet as a whipper, yet as strong as a Hercules or a Sampson. It is said to take in a lot of money for the operator, because of its many exclusive features; it is said to be exceptionally portable,—even the six

legs are detachable, and the entire machine can be placed on a small hand-truck and moved about from location to location, as easily as a phonograph.

It is extremely beautiful, embracing a most enchanting scheme of six different colors.

It is said to be mechanically dependable and everything taken into consideration has caused operators to voluntarily declare it to be a most outstanding bowling alley, in every respect.

MARCUS COMPLETES CONVENTION PLANS

Ohio operators will find their own hospitable headquarters awaiting them when they attend the Big Show, January 11 to 14, according to advice from Meyer Marcus, head of the Markepp Company, Cleveland. During a recent visit to Chicago, Mr. Marcus completed arrangements for his company's quarters at the Hotel Sherman, and he invites all Ohio operators to make themselves at home.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

OSCAR J. BRANCH - - - - - Editor
AARON SMITH - - - - - Business Manager
(Miss) J. E. ECKERT - - - - - Assistant
W. C. DILLON—Chicago Representative—Franklin 4094

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THE NATIONAL MAGAZINE OF THE COIN MACHINE INDUSTRY

LET'S PULL TOGETHER FOR 1937

One of the most difficult problems facing coin machine operators today is the elimination of that bane of all business, the person who resorts to unfair practices to secure business. In other trades he is known as a price cutter, chiseler or some other detested name. In the coin machine industry, he is usually the individual who seeks new locations by offering more for some location already occupied than the operator who now has it.

The only hope of relief from a man of this class is that time and experience will convince him that overbidding does not pay. It will do no good to appeal to his sense of justice and fair play. Time and experience, however, will convince him of his error. The sad part of it is that he is not the only sufferer, but the man also whom he has wronged by his unfair tactics.

But there are others to whom this business is new. Many of them are young men who have had no previous business experience and hence are unfamiliar with any code of business ethics. Still others, in their eagerness for new business, do not stop to consider the far reaching consequences of engaging in a war of destructive competition.

Our opinion is that in many instances where one operator makes an unwise and unfair move, he might be dissuaded from continuing such unfair practice and the entire business of his city kept from being dragged down by a friendly visit instead of retaliating first without giving him a chance. In other words, we would test his experience and his desire to deal fairly and maintain his business on a high plane and a profitable basis by calling his attention to the ultimate results of unfair methods before returning his fire.

War is destructive, whether in Spain or among coin machine operators, and the op who is tempted to overbid for a good location should stop and weigh well the consequences of starting a war which will inevitably lead to the destruction of his profits and his business.

As the coin machine industry pauses on the threshold of a new year, takes inventory of the past and pulls the curtain aside to take a peep at what the New Year holds, we see much for which to be thankful.

In the first place, our business did not suffer as much as many other lines during the depression period, and 1936 was a fairly prosperous year for operators and manufacturers. Taking the country as a whole, not

much adverse or high tax legislation has been enacted. At least, our business has not suffered the fear of Federal government interference which seems to have been a kind of nightmare to some others, especially as regards the manufacturing end.

Looking forward, if we live up to our opportunities, we believe that we are entering an unusually prosperous year. All branches of business and industry are priming for a season of activity such as the country has not witnessed in several years, and there is no reason why the coin machine business should not prosper in proportion. If it does not share in the general prosperity of the year, it will be its own fault.

By which we mean that manufacturers must be alert to give the operators the best that engineering skill can provide and that the operators, in turn, shall keep their machines in the best of condition, discarding obsolete types and unsightly machines. This applies to merchandising, music and amusement machines of all kinds. But marble machine operators must go still further and see to it that they do not offend the public and bring down upon their heads the wrath of those who look upon all amusement machines as gambling devices.

Co-operation is another factor which will determine largely the success of operators. Nothing can be gained by overbidding on locations or other destructive tactics. Everything is to be gained by friendly co-operation.

We cannot close this article without extending our sincere thanks to the thousands of operators who have been our constant subscribers and to the scores of manufacturers, distributors and jobbers who have made it possible for us to produce this high class magazine for the industry. So, Happy New Year to all of you!

BIGGEST EXHIBIT OF COIN MACHINES EVER HELD

And now for the biggest coin machine show ever held in this or any other country! Just on the eve of a new year which promises to be the best in coin machine history, it is appropriate that the manufacturers verify their alertness by presenting the operators the best and most alluring machines which their efficient engineers can imagine.

They assure us that this has been done and that the operator who visits the big Chicago Show will find enough to pay them several times over the cost of the trip. Last year, the manufacturers made good on this promise, and we believe that this year will surpass last just as it did preceding years.

And it will be decidedly an educational show for the ops. You will see machines of all types and for all purposes. After seeing them you can judge better what will make you the most money. The trip is the best investment you can make for the year. Begin now to prepare for it and you will always be glad you went.

Speaking for Southwestern ops and distributors and with apologies to California slogan writers, Chicago, here we come!

In the campaign to place the coin machine industry on a higher level and in its right place alongside other amusement and business enterprises, operators must insist on the co-operation of location owners. Both operators and location owners must see to it that machines are placed and so operated that they attract the public and create a friendly feeling. Anything offensive to the public must not be tolerated.

ROCK-OLA'S TOM MIX RADIO RIFLE OFFERS DISTINCTIVE FEATURES

The natural balance of Rock-Ola's "Tom Mix Radio Rifle" makes it the most accurate shooting machine ever developed. A ten-shot repeater rifle.

Smooth, fast, natural sight—ten shots can be made in ten seconds, or the player can shoot at any speed desired.

The "Tom Mix Radio Rifle" can be played fast or slow; it makes no difference. The ducks will go down when bull's eye is hit from light beam only, and cannot be knocked down with flash lights, spot lights, sunlights, matches, cigar lighters or any other contraptions.

Nation-wide demand of locations force increased production on Rock-Ola's "Tom Mix Radio Rifle." It is said that never in the History of the Rock-Ola organization, has the huge Rock-Ola Plant been so busy, as it is at the present time.

One of the most distinctive features of Rock-Ola's "Tom Mix Radio Rifle" is the fact that it is proving to be one of the greatest business stimulators ever known to locations. The best proof of that fact is a letter recently received from one of the prominent taverns in Chicago:

"When your man Jack Sturm

placed a Tom Mix Radio Rifle in my establishment, I promised faithfully to write the company as to how I liked this machine.

"I am happy to truthfully state that this machine has increased my regular business to quite an extent.

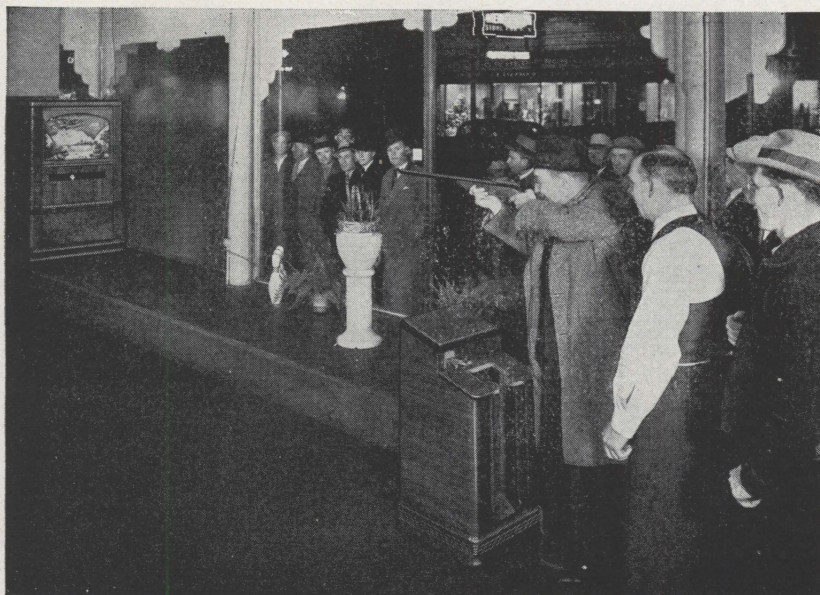
"Customers who ordinarily came in for fifteen or twenty minutes, now stay as long as an hour or two to shoot the Tom Mix Radio Rifle. By doing so, they, naturally, spend more money on everything else in my place.

"I have had all kinds of different machines in my establishment, but I can definitely say that nothing has produced, for money, like the Tom Mix Radio Rifle; not only has it paid for my lights and several other expenses but the nicest thing about it is the way it has increased my regular ordinary business.

"I should be very happy to tell anyone about your Rifle, for after ten weeks time, it is going stronger than ever, and last week it took in more money than the first two weeks it was here.

"I certainly appreciate the day that I got the Rifle in my place of business."

The letter is signed: "Very truly yours, William Nicholl."



TOM MIX RADIO RIFLE IN STORE WINDOW. A NEW AND NOVEL form of operating shooting machines was started by Jack Sturm, operator in Chicago, who placed a Tom Mix Radio Rifle in a store window of a recreation parlor—creating a sensation. Visible from the sidewalk, people passing by would stop to see the attraction. The rifle not only enjoyed a very steady play but acted as a ballyhoo for the recreation parlor, increasing the business 20 per cent since the Rock-Ola Tom Mix Radio Rifle was placed on location. Through this novel operating plan and natural demonstration, Operator Sturm secured 26 additional locations in less than one week's time.

EXHIBIT ANNOUNCES INNOVATION IN PAYOUT RACE HORSE MACHINES

Chicago, November —Jockey Club, a distinctly new and original race horse game was announced this week by officials of the Exhibit Supply Company. According to Engineer Bruno Radtke, the new creation is the first race-horse game ever to allow three possible payouts on a single game—three winning horses in one race—also the only race-horse game to pay on all horses that show. Seven can play at one time or one can play all seven selections. 35c every 15 seconds.

Jockey Club is the same massive 38" x 28" x 19" game as Chuck-A-Lette—has the same perfect mechanism, but utilizes horse reels and racing symbols instead of dice. Jockey Club and Chuck-A-Lette playing fields and colorful decorative themes are interchangeable in the one perfect mechanism. This allows operators to change types of play at will and thus double the life of their investment.

Texas is going wild over both the Chuck-A-Lette and Jockey Club models. Joe Aronoff of Dallas reports as follows: "We did not have a single service call, which is unusual for a new coin device of any nature; and the reaction of the public was marvelous, Chuck-A-Lette almost paralyzed play on other coin machines."

Letters such as this are pouring in from all parts of the country wherever Jockey Club and Chuck-A-Lette are being shown. Exhibit officials say "It's great to know that your games are making money for the operator in the field."

OPERATORS FROM THE "49TH STATE" PRESENT CAPEHART WITH POCKET WATCH

In appreciation of the services he has rendered the Automatic Music industry, Missouri operators presented Homer E. Capehart with an expensive Elgin pocket watch at the party which Wurlitzer gave for the operators in this locality at the Statler Hotel, St. Louis, on November 28th.

The watch was engraved "From the Operators of the 49 State."

Mr. Capehart was almost overcome with gratitude, stating that such tokens of appreciation would inspire him to carry on harder than ever in the interest of operators.

Bally Announces Two Novelty Games

Bally Manufacturing Company, long known for their habit of springing surprises, have again created intense excitement in the industry by the simultaneous announcement of two novelty (non-payout) games, described as revolutionary departures from usual game design. Both games are built into "pin game" size cabinets and both games are played by propelling balls with the flip of a spring-plunger. But there the similarity to pin games ends. The games have no pins and one of them actually has no pockets either. Yet both are said to embody strong skill appeal.

"Pockets" resembles a miniature pool table and, indeed, is played much like pool, 10 composition balls being used. The play field is perfectly flat—that is, it has no slant as in the case of a pin table. Ball action depends not on gravitation, but entirely on the player's skill in gauging the the driving force of the plunger.

Discussing the new game, Ray Moloney, president of Bally, pointed out that the old problem of injecting a unique thrill into a miniature pool or billiards had been solved by combining billiard ball action and pin-game plunger action. "In the past," Ray stated, "various designers have experimented with games based on pool. But they all tried to use the regular cue principle, which means the player must push the ball by means of some sort of swivel cue. This, for some reason or other, does not give the same satisfaction derived from the 'flip' or 'snap' of a regular pin game plunger. Then our engineers asked 'what will happen if we use the spring plunger, which is now so familiar to thousands of people, but shoot the balls onto a flat table devoid of pins?' Our 'POCKETS' game is the answer—an old favorite with a new thrill."

"Pockets" has only 6 pockets, one in each corner and one in the center of each side—exactly the same as a pool table. Balls are shot up a regulation run-way, strike the curve of an arch and roll onto the flat field, which is covered with a new 'synthetic felt' material, extremely resistant to wear, but resembling in color and texture the green felt of a billiard table. Genuine 'billiard'

action is also obtained by means of rubber bumper rails which surround the entire table. By putting the right 'English' on the ball, the player, is able to 'bank' off of the side and drop the ball into a pocket. Frequently, of course, a ball will remain in the center of the table, and then the player must attempt a real billiard shot, using one ball to drive another into a pocket. All balls remaining on the table at the end of the game are cleared by the entire play-field tipping forward when a coin is deposited."

"Pockets" is equipped with a Light-up Back-Board on which the score is recorded, showing the total number of balls placed in pockets. Cabinet size is 20 in. by 41 in. Lights and electric anti-tilt are battery operated.

The second of Bally's two new novelty games is the pinless, pocketless "Bumper," which is built for operation with balls. Heavy 1 1/8 inch steel balls are used. These are shot to the top of the field, from where they bounce and bump down through a series of heavy coil springs. The impact of ball against spring momentarily closes an electric switch and records 1 point on the Light-up Back-Board Totalizer.

"Bumper" is said to be packed with suspense, due to the wild manner in which the ball bumps drunkenly down the field, often hitting as many as 7 of 8 springs and sometimes bumping the same spring several times before skidding on its way. A Double Award pin is located toward the center of the board, and if this is hit, the words Double Award are flashed on the Back-Board. "Bumper" is 46 inches by 22 inches and is electrically operated.

BUSY DAY FOR "ANDY" AND ANGOTT

Leslie G. (Andy) Anderson made a hasty trip to Chicago several days ago, in company with M. A. Angott, Jr., both of Detroit. The boys left Detroit at 7:30 A. M. E. S. T. (6:30 C. S. T.) via plane and arrived at Chicago at the phenomenal hour of 8 A. M. Casual visits were paid to Genco, Chicago Coin Machine Exchange, Mills Novelty Company, Bally, Rock-Ola, Pacific, Keeney, Ex-

hibit Supply Co., Billboard Magazine, National Association of Amusement Parks, Stoner Corp., and to Brinckerhoff Inc., advertising agents for Stoner.

They also found time to attend a supper conference with Art Nagel—Then, the boys, both fresh as daisies, left the Chicago Municipal Airport half an hour past midnight, for the return flight.

ROCK-OLA'S FURNITURE CHIEF



Mr. Edward Spooner, one of the most experienced men in the furniture business, is in charge of the Furniture Division of the Rock-Ola Manufacturing Corporation. Mr. Spooner supervises the sale of Rock-Ola Furniture all over the world.

The very choicest veneers obtainable go into the cabinets of TOM MIX RADIO RIFLE and Rock-Ola's new 1937 RHYTHM KING and to many of us in the Coin Machine Industry, it will be news to learn that in just one short year, Rock-Ola's Furniture division has taken its place alongside of some of the largest furniture manufacturers in the world. The various items, consisting of chairs, tables, bars and other items of furniture, exceed one thousand pieces per day leaving the factory. This does not include several hundred each of the Tox Mix Radio Rifle cabinets and the Rhythm King cabinets—which must be all turned out by hand, from the start of the assembly down to the finished hand-rubbing process.

The care with which the Rock-Ola veneer and other types of woods are handled throughout the factory has always impressed the visitors to the big Rock-Ola Plant.

TRIPLE SCORE FEATURE IN ROCK-OLA'S NEW DE LUXE ROCK-O-BALL

An entirely new ROCK-O-BALL has been announced by the Rock-Ola Manufacturing Corporation this week, with many new appointments that have proven on location to increase the earnings of this type equipment by a big margin.

Rock-Ola's triple score feature in the new DeLuxe ROCK-O-BALL is gaining keen interest everywhere operated, especially in New York and the Eastern Territory where bowling games have taken hold so strongly due to early licensing of this type equipment.

The Capitol Automatic Music Company and the Supreme Vending Company are using new DeLuxe ROCK-O-BALLS to the tune of 4 carloads each day, and this quota does not begin to take care of the demand.

Distributors from all parts of the country are also ordering in large quantities to supply the nationwide demand.

The triple score feature consists of number of balls played, the score of the game and the high score. All scores recorded automatically as game is played. Operators say that this modern score keeping register increases the play and makes it possible for the merchant to keep track of the games and the scoring when there are prizes given for high score of the day and the week.

The new portable features of the DeLuxe Rock-O-Ball make it possible for operators to move their own machines, thereby saving the Express Charges when moving from place to place. "The new DeLuxe Rock-O-Ball is made so that it almost fits into a suitcase," said one operator, it is so portable." The legs come off in an instant and the scoring mechanism in the back is mounted in a special compartment that is removable by the pulling of one plug and the loosening of a couple of screws. The Rock-Ola engineers have used every modern method possible to make the new DeLuxe Rock-O-Ball so portable that any operator can move quickly and without additional help. As soon as the Rock-Ola engineers were informed that operators were forced to pay express men from seven to ten dollars to have their bowling alleys moved, they decided immediately that this expense was not fair and went to work immediately to make a more portable bowling alley. This

was accomplished but without taking any of the other important features out of the game such as quietness, mechanical perfection, sturdiness, appearance, etc.

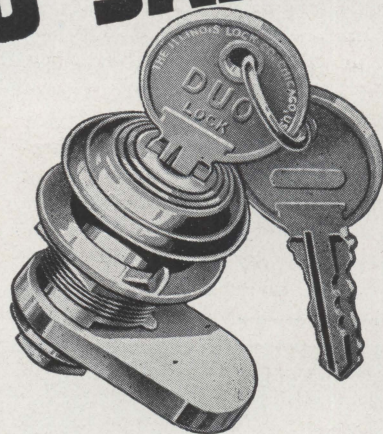
Full speed ahead is the by-word on the new DeLuxe Rock-O-Ball at the huge Rock-Ola Plant, and deliveries are being made by the carload to all parts of the country. "We are looking forward to a big bowling season," said David C. Rockola, "and we are geared to take care of the demand so that the operators can reap the big profits that are bound to come from this type of game."

BALLY EMPLOYEES GOT TURKEYS

Celebrating the biggest year in its history, Bally Manufacturing Company distributed Thanksgiving turkeys to all employees. Due to the heavy run on "Preakness" and consequent increased pay-roll, it is reported that almost five hundred turkeys were passed out the day before Thanksgiving. Rumors that O'Toole Indians had shot the gobblers with their bows and arrows have not been verified as we go to press.

Tested and PROVED SAFER

*by Operators
Everywhere*



"I took Duo to a locksmith who was supposed to be pretty good. He could not make a key for it, neither could he pick it open. I have picked _____ locks myself but all efforts to pick the Duo Lock failed."

"We find the Duo the sturdiest key and lock on the market. We are ordering all our machines with Duo Locks."

"I am requesting machine manufacturers to use your locks —"

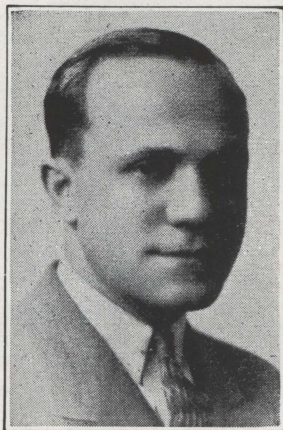
"I consider it the best lock I have ever used."

These are actual excerpts from letters of operators (names on request) who have tested Duo Locks at our expense. We make the same fair offer to you! Write today for your free lock. Prove to yourself that it pays to specify Duo Locks on new machines.

THE ILLINOIS LOCK COMPANY
737 W. JACKSON BLVD., CHICAGO, ILL.

CAN PRICE CUTTING BE ELIMINATED?

By DAVE ROBBINS, D. Robbins & Co., Brooklyn, N. Y.



Dave Robbins

The sale of coin machines during 1936 established a new high record. This was, no doubt, due to the increased selling prices of machines, better type machines and plenty of good salesmanship. Of course, the time payment plan, which has become a necessity, due to higher priced equipment, was a great factor in encouraging sales, which otherwise might not have been made. This "finance plan" of doing business has made it necessary for manufacturers to secure exclusive state distribu-

tors, who are in a position to finance their own "time" sales to operators and jobbers. A great deal of "price cutting" has been the result of "time payment" selling. Those operators who could buy their equipment for cash felt that they were entitled to better prices than the operators who bought on credit. Frankly, I can't blame them for this logical conclusion. In buying furniture, radios, pianos, autos, or most any other high priced article, the buyer always gets a better price for cash. To obtain "cash customers," jobbers are giving special discounts to operators and in many instances, the jobbers are selling games at less than 5 per cent gross profit. This is a very unhealthy manner of doing business, as no legitimate jobber can conduct his business on a profitable basis or give any kind of repair service to operators with such a small margin to work on. The matter of cash discounts for cash sales should receive the attention of all manufacturers, jobbers and distributors attending the Coin Machine Show. A definite and sensible cash discount should be decided upon and maintained, if jobbers are to remain an important factor in the sale of games. Of course, jobbers themselves are to be blamed for the terrible price cutting that is going on. In their anxiety to obtain more business, they sometimes lose sight of the fact that they may be selling machines at a profit (?) below their cost of doing business. As

eastern distributor for the Stoner Corp., we have many times been asked by jobbers to "cut" off the supply of Stoner games to other jobbers who are cutting prices. After getting in touch with these jobbers, we have been shown where the complaining jobber has also been cutting prices. It is a vicious circle, and I will be mighty glad if some "Moses" will come along and settle this problem in such a manner that will make everybody happy. Operators will also be glad to have this "cash discount" business settled once and for all, so that they will know that they are not paying more for their games than other operators in their territory.

ONLY ONE PHOTO-ELECTRIC CELL IN TOM MIX RADIO RIFLE!

The feature of only one photo-electric cell in the TOM MIX RADIO RIFLE, manufactured by the Rock-Ola Mfg. Corp., is meeting with great approval of operators. The importance of this feature can only be realized when operators learn that photo-electric cells must be evenly matched in order to operate correctly and when there is only one photo-electric cell used, it eliminates unnecessary service calls. The photo-electric cell in the TOM MIX RADIO RIFLE is also mounted permanently in the cabinet, thereby giving longer life in the elimination of vibration.

The speed adjusting features of the Tom Mix Radio Rifle are also meeting with steady approval of coin men and makes it possible to please all types of players . . . the rank amateur as well as the average and the above average player. The adjustment can be accomplished by a turn of a rheostat in the cabinet. The low speed is 4 R. P. M. and the average speed is 11 R. P. M. and the high speed for the expert marksmen is 20 R. P. M.

The moving target in the Tom Mix Radio Rifle is mounted in the cabinet so that it is easily removable if necessary, and the amplifier mechanism is also removable by loosening just 4 screws. Simplicity in a perfect operating mechanism has been accomplished by the Rock-Ola engineers in the Tom Mix Radio Rifle. Shipments are being made in carload lots to the Pacific and Atlantic Coasts and the nationwide demand is taxing the huge Rock-Ola Plant to capacity.



A. A. A. NOVELTY PERSONNEL—A GROUP PICTURE OF THE A. A. A. Novelty and Sales Company, 2166 North Illinois street, Indianapolis, Ind., showing the congenial owner, Mr. F. W. Banister, who is second from the left, together with his corps of efficient assistants, including collectors, service men and office help. Mr. Banister recently enlarged his quarters in Indianapolis, to take care of the additional sale of Rock-Ola's new 1937 Rhythm Kings which has increased throughout Indiana considerably in the past few months. Mr. Banister's organization is well-known to all Indiana operators, for its efficient service and dependability.



EVERY MAN IS A RAILROAD MAN

"Let's play train!" Brings up vivid fun pictures of your kid days, doesn't it? The guys next door and the gals upstairs would ooze in on a rainy

day, and you'd line up the dining room chairs and fight for the privilege of being the pickle-faced conductor. "Tickets, please! Tickets! How old is that child, lady?"

Came Christmas then, and with it the enameled tin gleam of clockwork choo-choos and yards of rails that sneaked under grandpa's armchair and konked him on the corn when the 5:15 jumped the track, as gramp blew a fuse.



It's in your blood, this railroad

business. No matter what else you are, locomotives keep wrapping themselves around your heart. You're a railroad man. That's why you and everybody else jump with joy when the big new pin table RAILROAD chugs around the bend and leaps into your lap. Mister, here's where you get off!



And speaking of one-track minds, you just can't tear

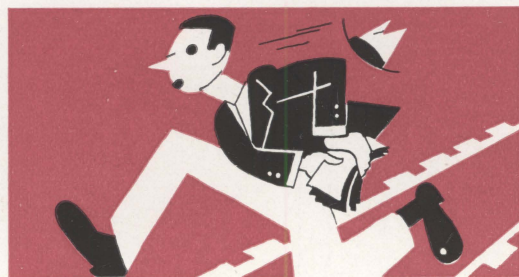
yourself away, even on a dotted line. And you can open the door and let the clamoring crowd bust right in, 'cause you and six others can all play at once. It's a family affair, this Great American Brotherhood of RAILROAD Fans.





We're all fond of good old number Seven. Just as there are seven veils, seven sins, and seven specks on the cubes, there are seven chutes on the RAILROAD table, each controlling a well-known line: Gulf, St. Paul, Pacific, Penn., Northern,

Western, and Belt. You can play one or you can play all. And you'll find it doggone hard not to play all day. You can even save lunch money, 'cause you won't even think of stopping to eat, you'll be so busy collecting from 27 pay stations. And don't be afeered, young man. There's a heavy cash box waiting to be rushed to your bank.



We've got the road—it's up to you to furnish the roadbed. We want locations for the locomotives—room for the running. And if we can possibly worm our way through the winning mob, we'll be seeing you—back o' the tracks.

RAILROAD

RAILROAD

RAILROAD

RAILROAD

RAILROAD

RAILROAD

RAILROAD

Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

TO ALL MY FRIENDS, OPERATORS,
JOBBERs and DISTRIBUTORS and the
Many Splendid MANUFACTURERS

I WISH TO EXTEND THE SEASON'S GREETINGS
WITH MY THANKS FOR THE NUMBER OF COUR-
TESIES EXTENDED ME DURING THE YEAR 1936,
AND MY SINCERE WISHES FOR A MOST
PROFITABLE 1937

EARL E. REYNOLDS
JEFFERSON HOTEL ♦ DALLAS, TEXAS

BALLY'S EAGLE EYE FEATURES PROGRESSIVE TARGET PRINCIPLE

One of the most persistent problems in amusement-machine design—that of putting the skill-shark to a strenuous test and at the same time affording satisfaction to the average player—is said to be solved in a unique manner in “Bally's Eagle Eye,” photo-electric rifle range manufactured by Bally Manufacturing Company.

The “common denominator” between novice and sharp-shooter is found in a new type of moving target, known as the “Triple Duck” Target. When the coin is deposited, a flock of three ducks wing their way into view, flying side by side in such a manner that each duck partially conceals the duck behind it. When the first duck is hit by the “bullet” of light and falls out of sight, the second duck is exposed to the player's fire. If this duck is hit, it drops and the player has an opportunity to bag the third duck. The three ducks are, of course, moving across the field of vision at the

same speed; therefore, by the time the first two ducks are shot out of the way, the third duck is almost ready to disappear. Accordingly rapid and accurate fire is necessary to bring down all three. “But,” as Jim Buckley, Bally's general sales manager, points out, “while the amateur, following the ‘moving target’ with a rapid succession of light bullets, will just barely bag the first duck before all three disappear, the skillful shooter, can actually knock down all three. In other words, both types of players have the same target before their eyes for the same period of time; but the sharp-shooter is able to accomplish more in that period.”

“This exclusive Bally feature,” Jim continued, “insures constant repeat play, because the novice gets just as big a kick out of bagging 1 duck out of 3 as the sharks get out of running up a perfect score of 3 out of 3—or 30 ducks. (The Triple Target' appears, disappears and reappears 10 times during the course of a game.) The idea also guarantees long life. If you succeed in bringing your average up to 1 out

of 3, you can't rest till you've improved to the extent of hitting 2 out of 3. And then your ambition or vanity or whatever it is keeps you banging away to ring up a perfect score. It's a perpetual come-on, unique in that, while it is 100 per cent skill, it appeals to all types of players.”

In addition to the “Triple-Duck” Target, “Bally's Eagle Eye” is said to embody a number of improved features, such as a Self-Adjusting Amplifier, which automatically adjusts amplifier and photo-cell to varying room-light and line voltage conditions; self-adjusting focus, eliminating any necessity of re-focusing when target cabinet is moved; dual register system, showing number of elapsed flights and number of hits. The machine is available in two models, Console and Adjustable Stand, the latter providing for adjustment to any desired height and thus adapting the machine to locations in which the target must be elevated to conserve space.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Wurlitzer Good-Will Caravan Greets Thousands

Capehart Finds Music Business Booming



HOMER E. CAPEHART

"Personally, I believe it to be the finest business in the country today - - -

' don't believe there is another business that has its equal - - -Get sold on (the) business - - -become proud of it."

Travel in a Presidential political campaign would present no problem to Homer E. Capehart, generalissimo of the Wurlitzer-Simplex sales organization, who has just completed his Good-Will Caravan sched-

ule. By plane, train and automobile Mr. Capehart made a whirlwind tour of the country during November and December to an extent that vies with the traveling of Messrs. Roosevelt and Landon in the late fight between the Elephant and Donkey. Everyone who knows Mr. Capehart realizes that he has plenty of steam but he never used it so effectively and spectacularly as during the last few weeks. Those associated with him were run-ragged trying to keep up with him. He has covered several times more air mileage than Col. Lindbergh covered on his famous good-will flight to Paris and contacted thousands of people, directly and indirectly.

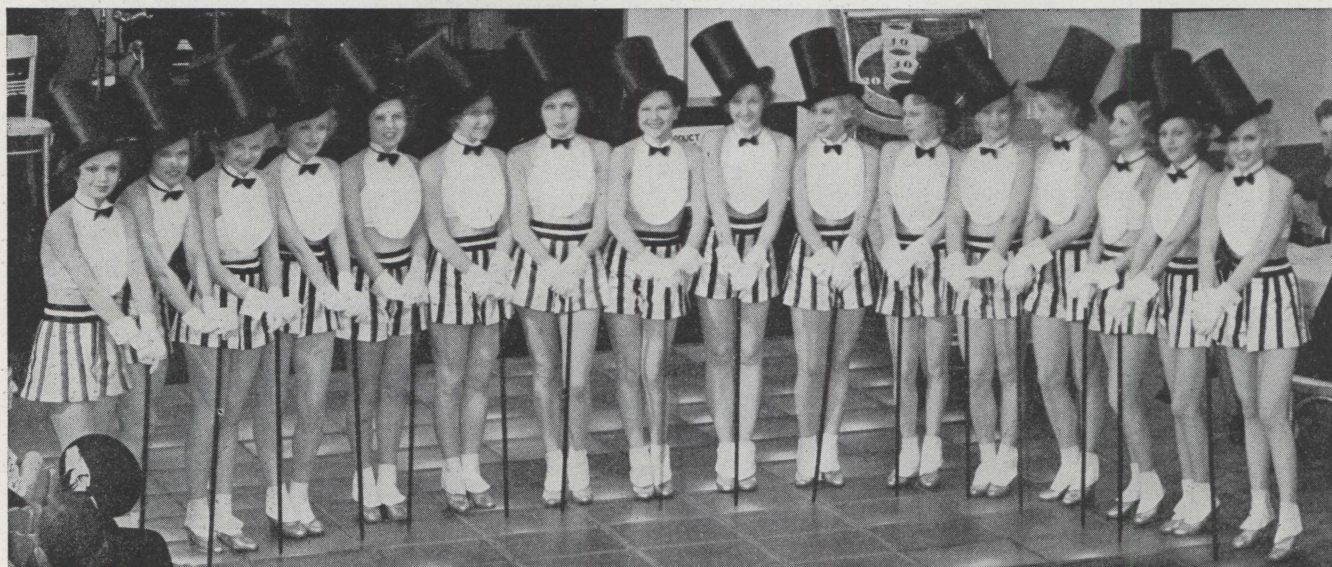
"The purpose of these Wurlitzer parties, which we hope to make an annual event," Mr. Capehart says in connection with his good-will caravan, "is to cement greater fellowship among the coin-machine men, to raise the standards of the industry and to improve the conditions in the field. I know of no better way to do this than by getting together and breaking bread with friends and competitors."

In all of his addresses before coin-

machine operators in the various cities on his schedule, Mr. Capehart urges them to "get sold on their business and become proud of it. If you don't," he warns, "you are going to be outlawed. It is a most profitable business, but it must be put on a higher plane, which it rightly deserves. The chief trouble is that too many of you don't have the proper viewpoint. That angle must be eliminated. You must organize, clean up and dress up your business and make up your mind that you're in a legitimate enterprise that compares with any other high-class industry in the world today.

"The unscrupulous minority who look upon the business as a racket must be eliminated if we hope to continue to progress and flourish. These unscrupulous fellows are found among the operators, jobbers, distributors and manufacturers alike."

"We are in a fine business, one that is fundamentally sound in every respect. The only trouble with the industry is with the people in it. Too many of those engaged in the vending machine business today are not sold on their business. They're ashamed of it. They look upon it



The Wurlitzer parties include ensembles of beautiful dancing girls in exotic costumes

as a racket rather than a legitimate enterprise. They have the wrong outlook on the business simply because they have never taken the time to analyze it and to compare it with other legitimate business.

"Personally I believe it to be the finest business in the country today. Looking at the industry from all angles and from the standpoint of returns from each dollar invested, I don't believe there's another business that has its equal."

"The vending machine business may be divided into two classes—those machines that vend entertainment and amusement, and secondly, those that vend a service or a commodity. Both divisions fill a definite need in the business world. They surely cannot be classed as rackets, but on the contrary, good, sound, substantial business enterprises to be operated in a good business way. The fact that the money seems to come so easily gives too many in the business the idea that it's a racket."

Reports from Mr. Capehart prove conclusively that the coin-machine business is booming everywhere. Night and day, by plane, train and automobile, he has been the host at banquets to coin-operators in most of the large cities of the country during the last few weeks. Perhaps no man is better able to judge conditions than he.

That business is booming for Wurlitzer-Simplex as a result of the Capehart Good-Will Caravan is evidenced by that fact that many operators have purchased the Wurlitzer-Simplex instrument in not less than carload lots.

Among the Wurlitzer-Simplex carload buyers as reported by Mr. Capehart include: B. M. Amusement Co., Danville, Ill.; Mid-West Merchandise Corp., Chicago; L. W. Bodell, Sparta, Mich.; D & R Music Co., Dallas, Tex.; Coin Machine Sales Co., Houston, Tex.; T. R. Steed, Pine Bluff, Ark.; Santone Coin Machine Co., San Antonio, Tex.; W. P. Hamel, Concord, N. H.; Charles Foote, Boston; Automatic Amusement Co., Boston; Automatic Music Co., Woonsocket, R. I.; Farris Novelty Co., Vicksburg, Miss.; Jerry Germetis, New Orleans; F. A. Blalock, Pensacola, Fla.; G. & S. Amusement Co., Nashville, Tenn.; Monarch Sales, Inc., Birmingham, Ala.; Novelty Amuse-U Co., Savannah, Ga.; Hankin Music Co., Atlanta; Amusu Novelty Co., Spartanburg, S. C.; and W. S. Redd, Freeport, Ill.

The Capehart Good-Will Caravan

schedule, up to the time of writing, included the following cities and dates: Boston, Nov. 5; Chicago, Nov. 8; Greensboro, N. C., Nov. 11; Atlanta, Nov. 13; New Orleans, Nov. 14; Nashville, Nov. 16; Cincinnati, Nov. 18; Cleveland Nov. 20; Buffalo, Nov. 21; Dallas, Nov. 22; Little Rock, Nov. 24; Louisville, Nov. 25; St. Louis, Nov. 28; Kansas City, Nov. 30; Omaha, Dec. 1; Minneapolis, Dec. 4; and New York City, Dec. 6. J. A. Darwin, the Wurlitzer-Simplex representative, planned the New York City meeting at the Waldorf-Astoria Hotel.

The Wurlitzer-Simplex parties put on by Mr. Capehart have without exception been huge successes. From 250 to over 1000 people have attended each one. The finest food and entertainment have been provided and in each city some lucky person or persons have drawn as prize a Wurlitzer piano, a Wurlitzer-Simplex machine, or a Skee-Ball.

Winners whose names have been reported to date include: Atlanta, Mrs. Ruth Flynt; New Orleans, Miss Josephine Dalio, whose brother is an operator; Little Rock, Mrs. M. L. Armstrong, whose husband is an operator at Brinkley, Ark.; Chicago, Lee Helwig, an operator, and Mrs. H. F. Cartwright, wife of the partner of the firm, Martens and Cartwright, operators; Boston, Mrs. William R. Hill, wife of the Brunswick Record Corp., representative, and Charles R. Mills, Calois, Me; Greens-

boro, N. C., Mrs. Joseph E. Allen, wife of a Greensboro operator; Dallas, Mr. W. C. Deaigh, Fort Worth, Tex.; Cleveland, Miss Virginia Sakes, Warren, O., Buffalo, S. A. Butlak, 880 Fillmore Ave.; Cincinnati, Mrs. C. H. Dawson, whose husband is an operator; Nashville, Mrs. H. N. Jones, whose husband is an operator, and Winton Brown, McMinnville, Tenn.

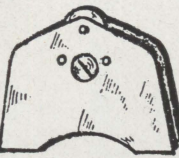
In all of his addresses Mr. Capehart stresses the fact that there will be no obsolescence in Wurlitzer-Simplex models. There will be improvements and refinements but no radical changes in the coming models. In other words no operator's investment will be endangered by bringing out models utterly different from the present ones.

These Wurlitzer banquets are always served in spacious and beautiful dining rooms in a first-class hotel or club. The food is always top-notch and satisfying. After the brief address by Mr. Capehart, which has more to do with the industry in general than it does with Wurlitzer products, there is always a floor-show with dancing by the guests afterwards.

A typical Wurlitzer floor-show invariably consists of the finest talent obtainable; twelve or fifteen acts of it. It includes ensembles of beautiful dancing girls in exotic costumes. There are always clever dancing teams and singing acts, as well as jugglers, acrobatics and specialty numbers; all doing their

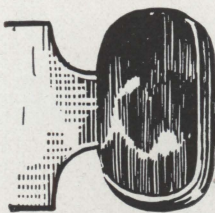
Coin Chute Pads
Prevent injury to
finger nails and
fingers

Dozen \$.55
Per 100 3.25

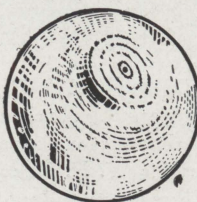


**3 1/8" Polished
Maple Balls**
Roundest ball on
the market

Each \$.35
Dozen 4.00
3 Dozen 10.50



Percentage regulators, roller bearing. Made of case-hardened steel for Mills, Pace, Caille and Jennings machines. State make of machine and if 10 or 20 teeth on star wheel. Buy the best, 40c each, \$4.20 dozen, \$30.00 per 100.



Separator Checks
Nickel-plated
Letter "R" only

	Per 1000
2,000	\$7.50
5,000	 7.00
10,000	 6.50
15,000	 6.00



LOUIS HENRY
Parts and Supplies for the Coin Machine Trade
926 Lindley Avenue
See Us at the Convention—Booth 73

PHILADELPHIA, PA.



stuff to the music of a top-flight orchestra. The musical entertainment is invariable well known to stage or radio. In short no expense is spared to give the Wurlitzer guests such a swell time that they will remember it for the rest of their lives, or at least until Mr. Capehart acts as host for another Wurlitzer show in 1937.

Those assisting Mr. Capehart in staging the banquets and shows in the various cities on his schedule include: Harry F. King and J. A. McIlhenny of the North Tonawanda organization, in co-operation with the Wurlitzer factory representatives in the respective areas covered.

ANNOUNCEMENT

The B-L Electric Manufacturing Company of Saint Louis, Missouri, announces the appointment of Mr. O. F. Masin, of 17 East 42nd Street, New York City, to represent them on rectifiers, power units, battery chargers, pin game rectopacs, and other accessory equipment in Metropolitan New York.

O'TOOLE INDIANS CREATE INTENSE EXCITEMENT

Ray Moloney, president of Bally Manufactory Company, states that the first announcement of the Tribe of O'Toole Indians, coin-men's fraternal order sponsored by Bally, has resulted in tremendous nation-wide interest among jobbers and operators.

"We are being flooded with requests for membership applications," Ray stated, "and it is evident that the idea has clicked with the entire trade. As soon as the final touches have been put on our organization plans, we will have some further very important announcements for our many aspiring Warrior friends."

The Tribe of O'Toole Indians will be organized along recognized lodge lines, with insignia, password, secret hand-shake and an elaborate ritual of initiation, everything except dues. The Bally plant will be known as the Grand Wigwam, and it is planned that a special room will be set aside and decorated in Indian style as headquarters of the Tribe.

ROCK-OLA'S PHONOGRAPH POPULAR



Arthur Weinand

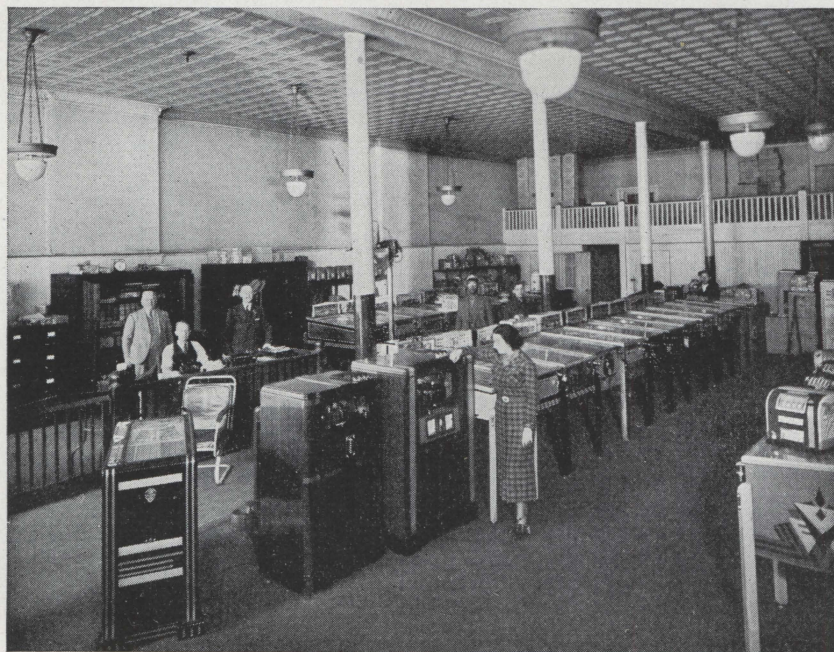
Arthur Weinand, Assistant Manager of the Rock-Ola Phonograph Division, when recently interviewed concerning the phonograph situation at the Rock-Ola Plant, had the following to say:

"The superiority of Rock-Ola Multi Selector mechanism and its superb tone quality has been a recognized fact in the music field for a long time. The needs of the music operators have been filled by the famous Rock-Ola regular model, but there has been an increasing demand for a special large size cabinet for choice locations. Rhythm King satisfies that demand with the most beautiful and costly phonograph cabinet the entire industry has ever known.

"The interest of every smart music operator in the country today has been aroused to a key pitch. They can readily understand that the choicest locations can be had and held with Rhythm King.

"It was startling to watch the wave of interest that swept into the Big Rock-Ola factory upon the announcement of Rhythm King. Hundreds of orders were booked on the strength of a photograph mailing to operators all over the country. There has been a steady stream of visitors into the factory every day who could not be convinced that the photographer wasn't fooling until they could see Rhythm King with their own eyes. The Phonograph Sales Department is as busy as the proverbial one-armed paper hanger with the hives.

"Comments made by some of the largest distributors in the country upon seeing the first display model of Rhythm King conclusively proved that Rhythm King will be demanded by every music operator in the business."



ONE OF MOSELEY'S DISPLAY ROOMS. THIS PICTURE SHOWS one of the display rooms of the Moseley Vending Machine Exchange, Inc., 100 Broad street, Richmond, Va. The short, stout man in front of the safe is E. M. Butler. Seated at the desk is W. E. Mason, assistant manager, and to the left of him is H.F. Moseley, president and treasurer of the Moseley Vending Machine Exchange, Inc. Standing in the aisle is David Royster, H. G. Cottrell and A. A. Bye, three of the best mechanics in the South. The young lady whose arm is resting on Rock-Ola's Rhythm King is Miss Blanche Romm, Mr. Moseley's private secretary. She is inspecting the best in music that money can buy. It will be noted that Mr. Moseley carries a full line of the various new, outstanding games of the day.

ROCK-OLA'S CHICAGO REPRESENTATIVE

Al Koplo, one of Rock-Ola's factory representatives in Chicago, is shown wearing one of those "smiles that won't come off" these days.

For awhile, everyone thought the reason must be a new addition to the family and in one way, the answer was correct, except that instead of being an addition to the family from a human standpoint. To clarify the situation, we hasten to state that Al has probably started more phonograph operators as such, than any one individual we know of.

Recently, the so-called "heat" was put on all types of "crane machines" in Chicago. One operator was practically "wiped out over night" with the mere trifle of 77 machines on locations. Quite naturally, he was not only distressed, but practically heartbroken until along comes the Big Hero—Al Koplo. Al told him something along the following lines; "A Rock-Ola Rhythm King will not take up any more space on a location than your other machines, so why not put a Rock-Ola Rhythm King in the spot you now have?" The operator was not greatly enthused over the idea and consequently, put "Al" on the spot by quickly remarking that if Al would like to go around to a few of these locations, and show him how to convert them into phonograph spots, he might be inclined to purchase some phonographs. The net result was—after 7 calls, ONLY 7 locations were willing to have the man put in a Rock-Ola Rhythm King, and the operator

was perfectly satisfied to make his own calls thereafter, being definitely assured that "Al knew his stuff"—

The Advertising Manager of the Rock-Ola Manufacturing Corporation has enjoyed listening to Al Koplo on a few occasions, while Al was securing a phonograph location, and the Advertising Manager claims



Al Koplo

that Al Koplo certainly knows how to get these locations—but best of all, knows how to keep them. The answer to keeping locations can be summed up in one word—"service." Al Koplo "buzzes" around to locations he secures and personally sees to it that records are changed frequently, and that the location man is supplied with records which the patrons of the establishment prefer.

After all—"the customer is al-

ways right"—and the quicker we phonograph operators realize the true significance of that simple word "service"—the quicker we will realize the paramount objective of being a phonograph operator.

The old idea of putting in a phonograph, and then having "just anybody service it 'just anytime,'" that there may be a few dollars in the coin boxes, is comparable to the old-fashioned kerosene lamp, as compared to the modernized electricity. The phonograph operator of today must be "up on his toes" every minute—and go out of his way to cater to each and every location in an individualized manner. No longer can the phonograph operator look upon the location in "mass formation" and be content to "treat them all alike"—present conditions just simply do not work out that way. The operator of today must look upon every location as a special "spot" requiring individual "service"—

Let us cite one recent example of Mr. Koplo's ingenuity: One of Al's locations was entertaining over one hundred members of an Irish Fraternity. Al heard about this, and made it a point to go out to that location on the afternoon of the big event and placed in the machine records of "Irish Jigs" and "Irish Reels" and that night the phonograph took in a trifle over \$18.00. The result of Mr. Koplo's service can not be figured in just dollars and cents, for the location owner was so pleased with the special service which Mr. Koplo rendered that he insisted that his percentage for that night should be

(Continued on Page 30)

LADY LUCK

1200 Hole—Form 4190

Takes In \$40.00
Pays Out 19.00

Special Boards, Cards, and Headings for Valentine, Easter, and Mother's Day

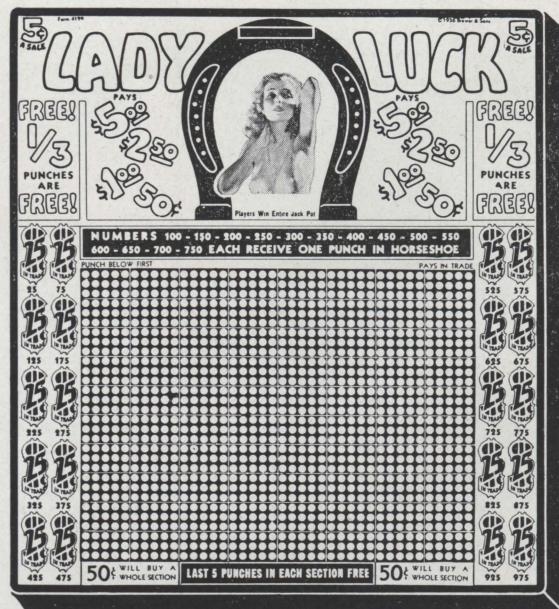
Write for Our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS

LARGEST BOARD AND CARD HOUSE IN THE WORLD

6320-32 Harvard Avenue

CHICAGO, U.S.A.



ROBBINS TO SHOW VENDING MACHINES AT CHICAGO

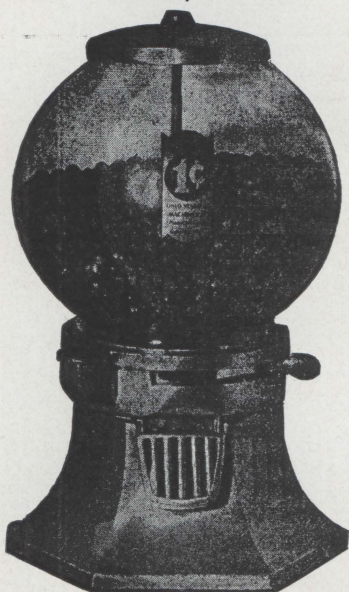
D. Robbins & Co., Brooklyn, N. Y. will be represented by Dave Robbins himself at the Chicago Show, at booth 105. Dave will have on display the following vending machines; Empire Vender, 2 in 1 Vender, Double Column Stick Gum Vender, 1c Filling Station for Pocket Lighters, and re-conditioned Rowe 6 column 15c Cigarette Machines. Last, but not least, Robbins will display their O.K. 5c Numbered Ball Gum Vending Machine, which is going over in a big way. Dave advises this publication that he is interested in meeting jobbers and distributors who are capable of selling the machines which Robbins manufactures. In addition to being at his own booth, No. 105, Dave will also spend considerable time at the Stoner booth, where he will be glad to meet the jobbers from his territory, so that he can show them the latest Stoner games. Dave says that Stoner will have several new games, that should prove to be outstanding money makers.

Banker: "I have figured out what is wrong with this country."

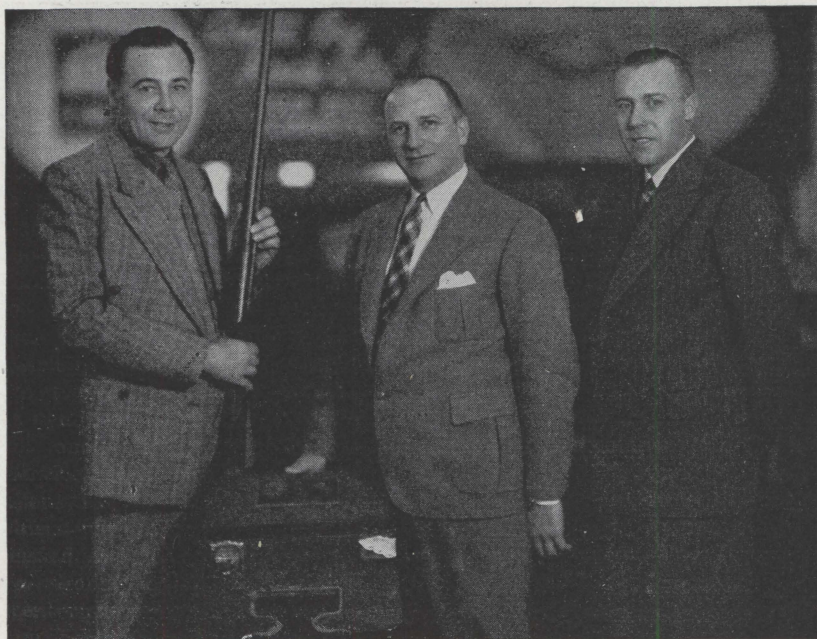
Broker: "What is it?"

Banker: "We are trying to run this country with only one vice-president."

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio



INSPECT ROCK-OLA'S TOM MIX RADIO RIFLE. JACK McCLELLAND, owner of the National Amusement Company, 1481 West Washington boulevard, Los Angeles, Cal., is shown at the Rock-Ola plant perfecting his shooting eye with the Tom Mix Radio Rifle. Jack's brother, C. N. McClelland, of San Francisco, Cal., is on the extreme right, and in the center of the picture is Mr. Jack Nelson, general sales manager of the Rock-Ola Manufacturing Corporation. These three old friends had quite a "pow-wow" last month when the McClelland boys visited the Rock-Ola plant in Chicago.

MEYER WOLF TO HANDLE EXHIBIT GAMES IN EAST

Atlantic City, N. J.—December 9th—Meyer Wolf, one of the oldest distributors of coin machines in the entire United States has just returned from Chicago, where he contracted for distribution in parts of New Jersey, Western Pennsylvania, Maryland and District of Columbia for Exhibit's Shoot-A-Lite, rifle target game extraordinary and Chuck-A-Lette, Exhibit's already famous 7-coin play automatic dice and horse race game.

"I looked them all over in Chicago, had a swell time, and decided that Exhibit's Shoot-A-Lite and Chuck-A-Lette were the games to concentrate on. Frankly, I have never in my 18 years of distributing coin machines seen two games at one time from any manufacturer that could possibly earn the money that Chuck-A-Lette and Shoot-A-Lite are earning," said Meyer Wolf. "I agree with Exhibit's officials when they describe Shoot-A-Lite as the "greatest of all rifle target attractions" and Chuck-A-Lette as the "money getting classic of all time."

Meyer Wolf was accompanied to Chicago by his son-in-law, Bernard Rosenberg, who is also associated with Mr. Wolf in the coin machine

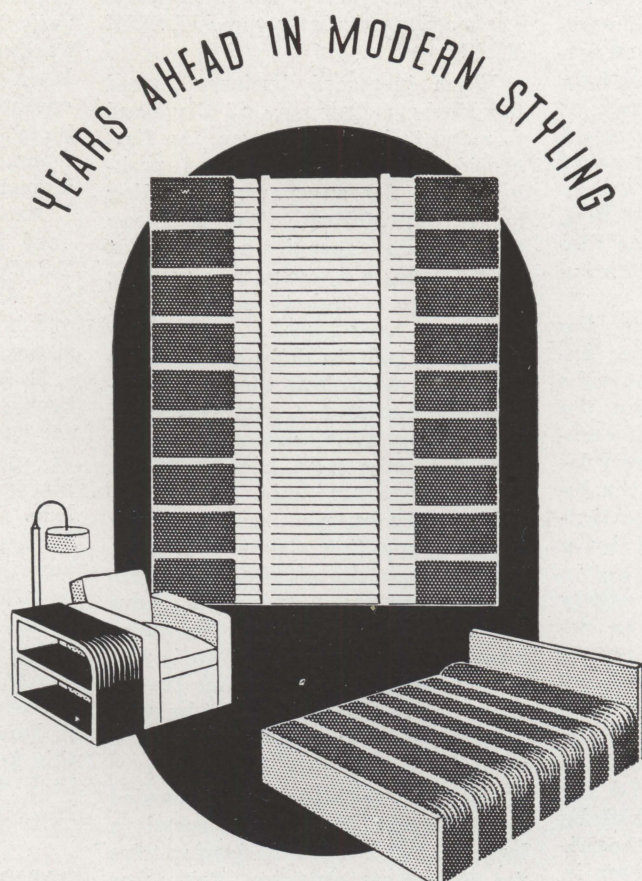
business. Meyer Wolf's main office is in Atlantic City and branches are located in Baltimore, Philadelphia and Washington, D. C. Wolf's reliably reported to have placed an initial order for 500 Shoot-A-Lites and an even larger number of Chuck-A-Lettes and Jockey Clubs—all Exhibit Supply Company machines.

EXHIBIT TO BE ONE OF THE LARGEST EXHIBITORS AT 1937 COIN MACHINE SHOW

Once again the Exhibit Supply Co. will present the largest display on the convention floor. Information received from show headquarters show that Exhibit tops them all with a total of seven booths—number 58-59-60-61-62-63 and 64. Exhibit officials, it is understood are also planning to "shock" the convention with several revolutionary new ideas in display and beauty as well as their usual interesting and instructive presentation of their many "location-tested winners."

The veteran Perc Smith will be in charge, and you all know Perc and how well he understands the coin machine business. Perc says, "Watch out for Exhibit this year. We'll have the machines and we'll have plenty of space for all the fellows to gather around and enjoy looking them over."

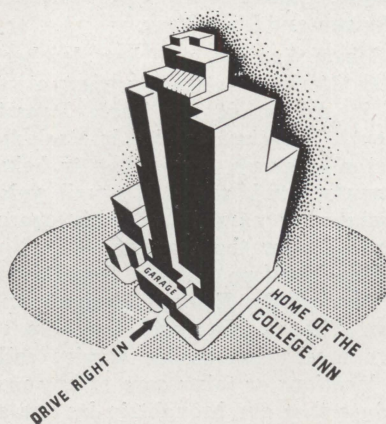
ATTEND
COIN MACHINE MANUFACTURERS' SHOW
JANUARY 11 to 15



HOTEL SHERMAN

1700 ROOMS

1700 BATHS



CHICAGO

ROCK-OLA'S CHICAGO REPRESENTATIVE

(Continued from Page 27)

forgotten, or, in other words, he appreciated the thoughtfulness so much that the idea of dollars and cents value was as nothing, compared to his appreciation of Mr. Koplo's special personalized service.

Al Koplo is well-known around Chicago for his "personalized service" and, although he has placed several hundred machines on locations, the location owners always greet Al with a smile and a very pleasant "Hello, Al" because he has learned to give unusual service to every location owner, with the result that, in most instances, he has made life-long friends out of every location man he has contacted.

We cannot over-emphasize the great importance of the service angle, in connection with phonographs to the location. In the long-run, the operator who makes a point of carefully looking after each and every location and seeing to it that the location is supplied with the particular type of records favored by a majority of the patrons, is going to have a location which will be mighty hard to lose—and it must be remembered that there are phonographs and phonographs—but—personal individualized service is something else again.

Incidentally, Mr. Koplo has been in the coin machine industry for the past fifteen years, prior to which he was very well-known in the theatrical world, having been an actor in a number of productions, and the Manager of several well-known theatrical enterprises.

MARKEPP COMPANY CELEBRATES OPENING

Although the Markepp Company of Cleveland has been in its new home at 3328 Carnegie Avenue since June, no formal housewarming was held, until Saturday, December 5th.

M. M. Marcus is the General Sales Manager of the Markepp Company in Cleveland, who feature Rock-Ola Products, particularly the RHYTHM KING.

When increased business forced the Markepp Company of Cleveland to move to larger quarters, the first consideration was plenty of parking space for customers, according to M. M. Marcus. The Markepp Company now occupies a building at 3328 Carnegie Avenue, with parking space large enough to hold 50 cars. Operators have found it so convenient to be able to drive and pick up what they need from the large Markepp stock of games, parts, etc., that the parking lot is usually filled with cars not only from Cleveland, but all over Northern Ohio.

Harry Sacks, who has been with the Markepp Company almost since its start, is in charge of the Coin Machine Division. Operators have learned to depend upon his judgment on new games, and he is frequently called long distances by operators with the request that he send out any new game he thinks is a winner.

The Novelty Department is headed by Samuel A. Baker, who spends a large part of his time on buying trips for novelty merchandise. Baker was formerly in the purchasing department of a large drug chain; as a result, he has a keen knowledge of the novelty business and where to get the newest items. The Markepp Company probably has the largest stock of novelties for Cranes and Rotaries, Salesboards, etc., between Chicago and New York.

Meyer Sumsy, who has also been with Markepp since its first start, is in charge of the Parts Department. Parts are carried in stock for virtually every game that is being manufactured, and a big mail order business is carried on with operators all over the country.

The Markepp Service Department is headed by Edward Barusch and Carl Sheely who, with the help of five mechanics, makes service calls to locations or takes care of any machines that are brought in by operators.

A large warehouse at the rear of the Markepp building is set aside for

operators to use for free storage of their surplus equipment.

On the second floor of the Markepp building is the operators conference room, where operators can get a cool drink in the Summer time and a "hot drink" in cool weather. Here also are the offices of Mr. Marcus, the Sales and Advertising Dept., the bookkeeping offices and stock rooms.

The Markepp Branch in Cincinnati, Ohio, is located at 1410 Central Parkway. Charles A. Trau is the Manager. He is well-known among operators in Southern Ohio, Kentucky, W. Va., and Southern Indiana, who make this Markepp Branch their headquarters.

Another Branch has just been opened at 1823-1825 Adams Street, Toledo, Ohio, to service operators in the Northwestern part of the State, and in the Michigan and Indiana territory, near Toledo.

E. W. "Ernie" Defries, who has been in the Coin Machine Business for years, and is known to hundreds of operators, has been appointed Manager of the new Branch in Toledo.

"We lay the growth of the Markepp business from a small room in an office building to its present size, entirely to our policy of only selling to operators," said M. M. Marcus recently. "Operators know that we do not operate ourselves and do not sell to locations. They can depend upon this protection as long as the Markepp Company is in business," Mr. Marcus asserted.

BALLY BABY BIRTHDAY CAKE HAS FIRST CANDLE

"Bally Baby is one year old," according to a statement from Jim Buckley, general sales manager of the Bally Manufacturing Company, commenting on the company's 3-in-1 counter game, "and it's getting healthier and more profitable every day!"

"It was just a year ago this time that Bally Baby saw its first light of day—coming in answer to the cries of operators everywhere who wanted a counter game so small that it could fit in anywhere and be carried around in wholesale lots, yet flashy enough to get plenty of hot play. Bally Baby gave the operators all they asked for—and more—three different games in one machine. As a result, we are still in full production on the baby's first birthday, and there's every indication that the game will maintain its popularity for a long time to come."

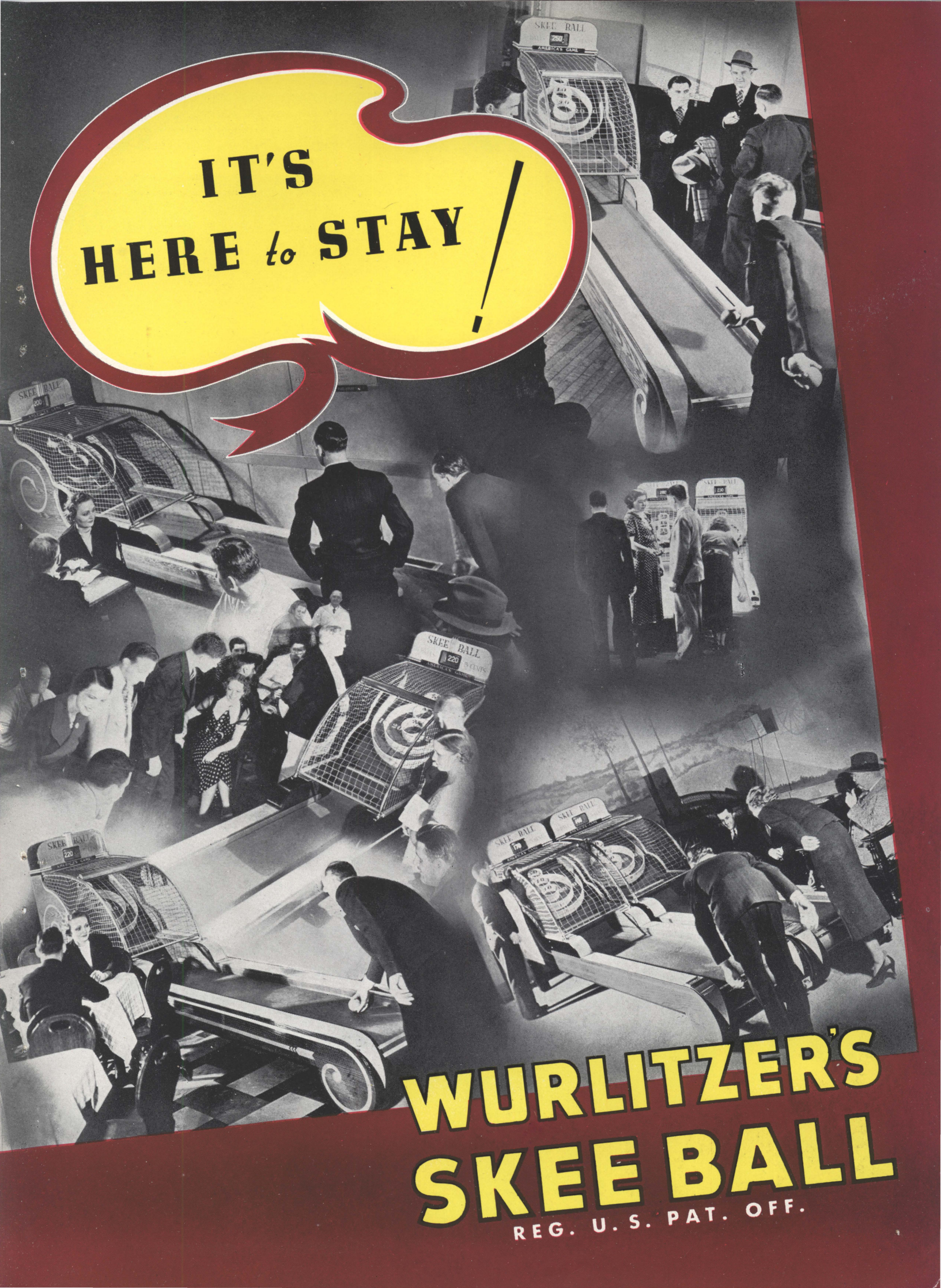
Bulk Vending Machine CANDY

Bulk Vending Machine operators, investigate our complete line of confections and candy-coated nuts, made especially for vending machines. Their superior flavor and colorful eye-appeal will help draw trade to your machine. Write us at once.

Operators!
For prices, details and samples, without cost or obligation, clip and mail coupon today.

FREE SAMPLES
Write Today!

CANDY CRAFTERS, INC.
LANSDOWNE, PA.



**IT'S
HERE *to* STAY!**

**WURLITZER'S
SKEE BALL**
REG. U. S. PAT. OFF.

"I'VE BEEN OPERATING SKEE BALLS AND PROFITS ARE BIGGER TODAY JERRY MORRIS

TELEPHONE {0824}
PLAINFIELD 6- {8745
 {0095


QUEEN CITY AMUSEMENT COMPANY
DISTRIBUTORS OF
SKEE ROLL ALLEYS
421 PARK AVENUE
PLAINFIELD, NEW JERSEY

Nov. 7, 1956

The Rudolph Wurlitzer Co.
North Tonawanda, N.Y.

Gentlemen:

I am in receipt of your Skee Ball alleys today for which I take this opportunity to thank you.

As you know we were pioneer Skee Ball operators in taverns and similar locations - having started in this line some eighteen months ago. Today we have over one hundred Skee Balls in operation.

Needless to say, it is a source of real satisfaction to us to realize that the game has retained its fascination and play appeal and is today making more money on the same locations than when we started.

I can unquestionably recommend Skee Ball as a source of steady revenue week after week for both the operator and the location.

I believe my feelings in regard to the future of Skee Ball can best be expressed by the order which we recently gave you for Skee Balls for new locations.

With kindest personal regards, I am,

Yours very sincerely

QUEEN CITY AMUSEMENT CO.

By *Jerry Morris*



Read this
Positive Proof

that

SKEE BALL
is **HERE**
TO STAY!

CASH IN ON YEAR AFTER YEAR

IN TAVERNS FOR 18 MONTHS THAN WHEN I STARTED," SAYS PIONEER SKEE BALL OPERATOR

Everywhere in every type of location, Wurlitzer Skee Ball earnings are increasing every day. Skee Ball is a real competitive game packed with athletic appeal — gives those who visit taverns something to do—something that tests their athletic skill. Not a game of chance.

That's why Skee Ball is here to stay—bound to make big money. Built with sure-fire eye and play appeal that attracts the crowds and keeps them playing.

MECHANICALLY RIGHT

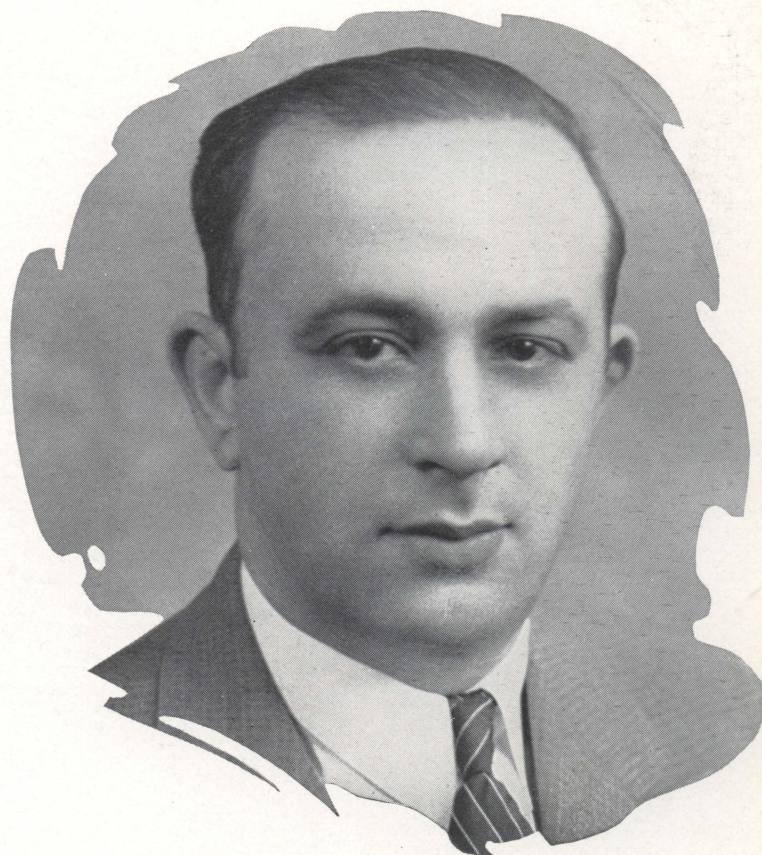
What's more, it's solidly constructed, mechanically right, made to stand up under the heavy play it's sure to have for years to come, with a minimum of service calls.

Follow the example of America's most successful operators. Get into the major athletic type game business—the business that is *just starting*. Build the foundation of a permanent business while the best major athletic game locations are still open.

BIG PROFITS

Invest your dollars where they will pay the greatest returns over the longest period of time. Start in this profitable business by operating Wurlitzer Skee Balls and you're **IN THE MONEY** and **ON THE WAY** to **PERMANENT BIG PROFITS**.

Don't Delay! Act Today! Write, wire or phone for prices and operator's propositions in territory still available. The Rudolph Wurlitzer Company, North Tona-wanda, N. Y.



Jerry Morris of the Queen City Amusement Company, Plainfield, N. J. One of America's first Skee Ball operators, Jerry Morris finds that profits are bigger today than ever before. Based on experience, he is convinced that Skee Ball is here to stay.

THE BIG . . .

PROFITS *with*

WURLITZER'S
SKEE BALL
SOLD ONLY TO OPERATORS



WURLITZER'S SKEE BALL

(REG. U. S. PAT. OFF.)

AMERICA'S NEW GAME

OMAHA DEALER REPORTS SALES DOUBLED THE LAST MONTH

By CHAS. P. RODMAN

Nebraska dealers have at last found something that stands the test under the law. Both Rola Score and Skee Ball are perfectly legal in the state. That is not all. A. J. Johnson, an old timer in the automatic and coin machine trade, states he sold three car loads in two weeks. The Skee Ball has struck a popular chord with Nebraskans. The game is designated as furnishing amusement for the tired business man. The ladies comprise fifty per cent of the players. Location takes 50 per cent. Hotels, and all drink parlors as well as roadside inns all find this new game interesting.

Johnson also reports a decided increase in Jennings Consoles and the Wurlitzer Simplex. Both have proven good producers for the operators in Nebraska. The racehorse game is also very popular at this time, and seems to stand the test for this state.

Johnson is one dealer who believes in treating his customers right. He has purchased a fine walnut cottage bar and established it in a nicely decorated room just off the sales room.

The National Premium Co., the name under which A. J. Johnson operates in Omaha, has just moved to 1312 Farnam street, a much larger room and three blocks nearer the retail district. On the opening day in the new quarters Jimmy Johnson, a one-time Omaha man and the companion of A. J. Johnson flew in



MOSELEY'S SHOW ROOM NO. 2—THIS PICTURE SHOWS ANOTHER of the Moseley Vending Machine Exchange, Inc., show rooms—which features the Rock-Ola games, and the new Rock-Ola Rhythm King. The Moseley Vending Machine Exchange, Inc., has the odd address of 00 Broad street, which is considered to be the most unique address of any distributor in the country. Mr. Moseley recently had several carloads of Rock-Ola Rhythm Kings, and all games, arrive in Richmond, which were not even transferred to his store room, as the merchandise had already been sold, and was simply re-shipped from the freight yard.

from Chicago. Jimmy donated a "Center Smash" for the door prize which was awarded during the day.

The National Premium Co. has also noted a 50 per cent increase in "Marksman" during October. It is a prime favorite with hunters. All in all the coin machine business has staged at least a hundred per cent increase in Omaha territory the last six weeks and bids fair to continue, or even get better than that.

RAY-O-LITE IS BIG SUCCESS

For over 30 years, the J. P. Seeburg Corporation has been the leader in the automatic industry. All their vast store of knowledge has gone into the manufacture of amazingly successful productions in both the musical and amusement fields.

The original Ray-O-Lite Rifle Range is no exception to these high standards, and in fact it is a perfect exemplification of Seeburg thoroughness. Every specific mechanical part has been completely tested and re-tested. The entire development and detailed research, which the production of this machine necessitated, took a period of two years.

Today, the trouble-free location performance of this machine presents true evidence as to the efficiency and capability of Seeburg engineers. The original Ray-O-Lite Rifle Range while simple to operate is not a simple machine. The mechanical and electrical construction of this rifle range, which employs the use of the photo-electrical cell, is highly technical and only skilled engineers and craftsmen such as make up the staff of the J. P. Seeburg Corporation are qualified to produce this type of development.



Showing Visitors to Mr. Johnson's Showrooms

JOE FRANK ON GROWN-UP BICYCLE



The well known Joe Frank, of the Automatic Sales Company, 191 Second Avenue, North, Nashville, Tennessee, recently made a hurried trip to the Rock-Ola Plant. Mr. Frank is shown above trying out one of the emergency motor-cycles used for quick travel around the yards of the Plant.

Mr. Frank is an expert rifleman, and showed the Rock-Ola boys how to break records on the Tom Mix Radio Rifle.

After examining the Rock-Ola Rock-O-Ball, Mr. Frank stated that he found it well constructed and mechanically perfect, and placed his order for two carloads of Rock-Ola's Rock-O-Ball.

SHOOT-A-LITE AND CHUCK-A-LETTE ARE WINNERS

Chicago, Ill.—It's a well-known fact that when a new coin-machine is built, it doesn't take long for everyone in the industry to know whether it's a "winner" or a "dud."

Not yet through their first production run, Exhibit's Shoot-A-Lite, Chuck-A-Lette and Jockey Club are positive successes and the underground, so called "grapevine" telegraph system is clicking out the news that all three are winners.

A. H. Bechtol in Florida writes that Chuck-A-Lette "pleases the

player, the location, the operator and the service man."

Carl Hoelzel in Kansas City writes that Jockey Club "will be the biggest hit of all games in 1937."

Meyer Wolf of Atlantic City says "Shoot-A-Lite is the best bet in the ray gun field. It's a hunting vacation in itself."

And they are not only saying it with letters but big orders. According to reliable reports Exhibit has orders on Chuck-A-Lette that over subscribe first production by more than 1500 machines. Texas, Wisconsin, and Florida are particularly popular spots for Jockey Club and Chuck-A-Lette. Both are 7-coin play "bell" "reel" type machines in beautiful hand-polished solid-walnut cabinets with brilliant, colorful playing fields. These games are outstanding in player appeal particularly because they are the only multiple coin games that allow three possible winners on three different winning combinations at one play.

UNIQUE EXPERIENCE

Mr. Tom Hanlon, Advertising Manager of Rock-Ola Manufacturing Corporation—who was formerly well-known in the theatrical field as a producer and actor for a number of Broadway Musical Comedies, recently received a most unusual request -

Mr. Franklin Delano, who is very well known around the South Side of Chicago, particularly because of his being 6'3" in height, and having a weight of 465 pounds,—yes, the printer made no mistake — 465 pounds—at any rate the gentleman stood at Hanlon's door (as he could

not pass through it) and stated that he wanted to buy a phonograph for his home.

Hanlon advised him that phonographs, throughout the industry, were only sold to operators. Tom then asked him why he wanted a phonograph for his home, and the man replied that he could only sleep in the day time, and that he only listened to radio programs for lively music and that, at around 1:00 in the morning, the lively music ended on the air—and, as he could not go to sleep until day break, he thought he would solve his "insomnia situation" by buying a Rock-Ola Rhythm King Phonograph, for his home, so that he could "tune in" lively music any time he cared to. The chief point in this story is the fact that Mr. Delano was not to be turned down so easily, for he solved his situation by making arrangements with a tavern owner close to his home—who now has a couple of boys deliver his phonograph from his location to Mr. Delano's home at 1:00 each morning, and they pick it up again around 8:00 or 9:00 the next morning, for which Mr. Delano pays the tavern keeper a minimum of \$1.00 per night, so—the operator of this machine knows that he is taking in a minimum of \$7.00 per week, from one phonograph player alone.

This may, or may not, be an idea for location owners to dig up people troubled with insomnia, and rent their phonograph during the closing period, although we do not expect to see advertisements in the Trade Papers reading, "Don't be restless with insomnia! Install a Rock-Ola Rhythm King for your wakeful hours!"

★

**THERE'S A
NEW BUCKLEY
AUTOMATIC
PAY-OUT TABLE
now!**

See Pages 1 and 2

**IT IS
DAVAL AGAIN
IN 1937**

**FOR
THE WORLD'S BEST
IN
COUNTER GAMES
AND
PIN TABLES**

**For a Happy and Prosperous New Year, See Us at
Booths Nos. 53 and 54, Coin Machine
Exhibition, January 11-14, 1937**

Daval Mfg. Co. 200 S. PEORIA ST.
CHICAGO, ILL.

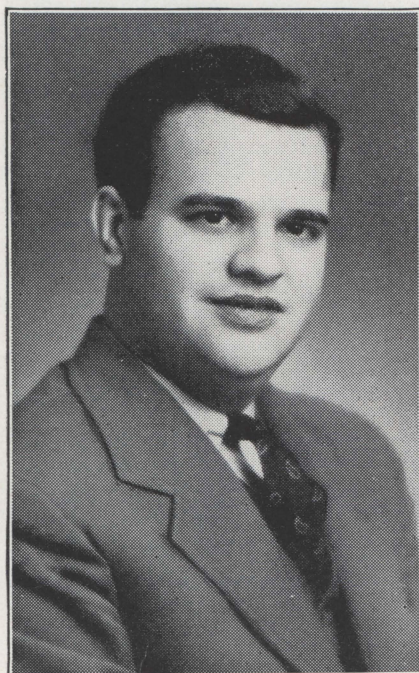


Harry Hoppe, who has traveled the world over for the Exhibit Supply Company the past several years, will be with you at the Show. This is Hoppe's first visit to the Show in four years and it will be an event for everyone in the coin machine industry to celebrate.

Exhibit Has Largest Display Again Booths 58-59-60-61-62-63 and 64

The largest exhibitor at the 1937 Coin Machine Show is the Exhibit Supply Company, 4222 West Lake street, Chicago. Their sensational display of coin controlled skill, amusement and vending machines is again one of the wonders of the show.

Seven booths are occupied by the Exhibit Company, numbers 58, 59, 60, 61, 62, 63 and 64, a total of 72 feet. Once again the boys from Exhibit will need roller-skates and bi-



Mort Duff, ad man at the Exhibit plant, is on hand discussing advertising and jobber co-operation with Exhibit's many jobbers.



Leo Kelly, genial sales manager for Exhibit Supply Company, is there ready to entertain all Exhibit friends.

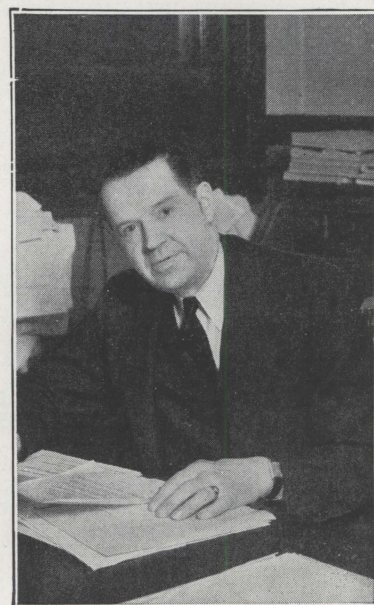
cycles to cover the full length of their seven booths.

A huge placard the full length of the display screams EXHIBIT SUPPLY COMPANY in silver and gold letters on a solid black background. Each booth has a modernistic background in metallic colors. There are bright hued greens, reds, blues, golds and silvers that blend together in a startling array of color showing the great Exhibit machines to great advantage.

Featured in this mammoth display are location tested games each a proven winner. Officials of the Exhibit Supply Company decided that this year's show would feature games already in production—games that

have been tested and proven big-money-makers and mechanically perfect. So many times buyers have been disappointed by ordering machines and never getting delivery on them. This year a buyer can feel safe in ordering Exhibit machines at the show, for they are all in production and ready for immediate delivery.

At the Exhibit booths you will find Perc Smith, veteran coin machine authority who is recognized both here and abroad for his sound knowledge and judgment on coin operated amusement, skill and vending ma-



Perc Smith, veteran general manager at the Exhibit Supply Company, greets you at the Exhibit Display.

chines—Leo Kelly, genial sales manager for the Exhibit Company—Bill De Selmi whom you have talked with many times at the Exhibit plant—and Mort Duff, advertising and sales promotion man for Exhibit.

Featured machines are Chuck-A-Lette a seven coin play dice-reel game that takes in 35c every 15 seconds. The smartest operators from coast to coast are climbing on this number as the greatest "bell" machine ever conceived. It has a money-getting capacity of \$75 an hour and earns net profits as high as \$24 per hour. It is unique in that seven can play at once or one can play seven coins and three players can win on one game. It has the popularity of dice, the thrill of spinning reels, and the lure of a big three star jackpot award. Thousands are in operation now and thousands more will be placed in the next two or three years, for it's the "money-getting" classic of all time.

Next to Chuck-A-Lette you see Jockey Club the most unusual race horse game ever conceived. Jockey Club also plays seven coins at a time. And it is the only race-horse game that allows three of the seven players to win all at one time. No other pay-

out game of any type has this feature where three of the seven players can win. And they can win as high as 40 to 1—the big daily double jackpot award. Observers who have seen many shows, state positively that Jockey Club is the most attractive looking racing machine ever displayed. The playing field represents an exact reproduction of home stretch, the clubhouse and judges' stand at one of America's most picturesque tracks.

Another featured game in the Exhibit display is Shoot-A-Lite—the greatest of all rifle target attractions. Shoot-A-Lite is the most realistic of all the target games on display. It has four moving targets yet requires only one photo cell. Four lifelike ducks wing their way as if in natural flight up and down and across the entire rifle range. Each flies a different course and each requires a different degree of skill to hit. Four times as many players get a test of marksmanship and four times as many play Shoot-A-Lite, that's why Shoot-A-Lite is earning "top" money on every location. Shoot-A-Lite also features a unique upright gun-presentation stand that provides an irresistible "invitation to

shoot." Shoot-A-Lite has the "preferred" single standard pedestal that is ideal for every location, large or small. And Shoot-A-Lite can be operated at any practical distance. Exhibit officials are proud of their achievements in Shoot-A-Lite. Operators say it is the only rifle target game that can be depended upon to get the play without the use of awards.

In the other four booths, Exhibit features their highly successful Rotary Merchandisers. Imperial Diggers, Counter Game series, and Trap Lite, that sensational one-shot light-up automatic payout table.

Above all things, don't miss Exhibit's display in booths 58, 59, 60, 61, 62, 63 and 64.

Better Than a PUNCH-BOARD!

O.K. GUM VENDOR

VENDS GUM WITH NUMBERS
INSERTED READING FROM 1
TO 1200. Capacity: 1200 BALLS

TAKES IN \$60.00.
PAYS OUT \$30.00 IN
TRADE AWARDS.

PRICE ONLY \$15

For One O. K. GUM VENDOR
WITH 1200 BALLS of Num-
bered Gum FREE.....
WRITE FOR QUANTITY PRICES

D. ROBBINS & CO. 1141 DE KALB AVE.
BROOKLYN, N.Y.

TODAY

MORE OPERATORS USE

COLLECTION BOOKS

THAN EVER BEFORE!

STANDARD BOOKS

Form K for Pin Games
Form R for Phonographs
Form B for Skee Ball
Games
Form V for Vending
Machines
Form A for Slot Machines
Form F for Diggers
Form S for Salesboards
Form C for Record
Requests

(50 sheet pad for patrons to
write their request numbers)

Due to our experience and knowledge of your industry, we can help you design the proper form for your purpose if our standard books are not suitable.

Send us a pencil sketch of your present copy for our quotation on any style of book desired.

See Your Jobber or Write

BALTIMORE SALESBOK COMPANY

120 West 42nd St.

NEW YORK CITY

Attention Chas. Fleischmann



ROCK-OLA'S PRIVATE PARKING SPACE—THE ROCK-OLA Manufacturing Corporation found it necessary to lease a square block of space directly across from their main building. This private parking space enables the hundreds of distributors, jobbers and operators who daily call at the Rock-Ola factory, to park their cars conveniently. The question of finding space to park their cars is no longer a "problem" for the operators, etc., because the space can take care of over three hundred cars. It is located just a few feet away from the main entrance of Building No. 1.

GIVING CREDIT WHERE CREDIT IS DUE

Dave Robbins, who has been reporting an exceptional success with his "OK Numbered-Gum Vendor," is modest enough to say, "The real credit for this machine should be given to Lee Felsenthal of Chicago who had a similar idea 20 years ago."

It seems that in 1917, Dave Robbins—too young to be in the army—was working in Erie, Pa., as time-keeper in an ammunition plant. There for the first time he saw how the employees for relaxation from making 75 mm. shells spent a lot of time at a certain machine.

He examined it closely and found the reason it was sold out three and four times a day was because of the numbered gum.

Ever the conservative, Dave did not act on this idea immediately but let it percolate around in his mind for a while—to be exact, 19 years! He then pulled it out of his subconscious mind and decided to do something about it.

What he did was to modernize the idea. Dress up the appearance, simplify the action, and lo and behold the OK Vendor was a reality—and even Dave admits he never expected it to be such a big hit. It's just like the time Rudy Vallee took the Maine Stein Song which had lain dead on the shelf for 30 years and made it a big hit overnight.

Which all goes to prove that an old

idea—plus modern dress—plus a merchandising personality can bring home plenty of bacon.

From a Maiden Lady's Letter to Her Chum

Imagine my embarrassment, my dear, when, according to my usual custom, I looked under the bed before retiring. You see, I had forgotten that I was in an upper berth.

"Mother, I feel so 'cited!"

"Excited, child! I doubt if you know what excited means."

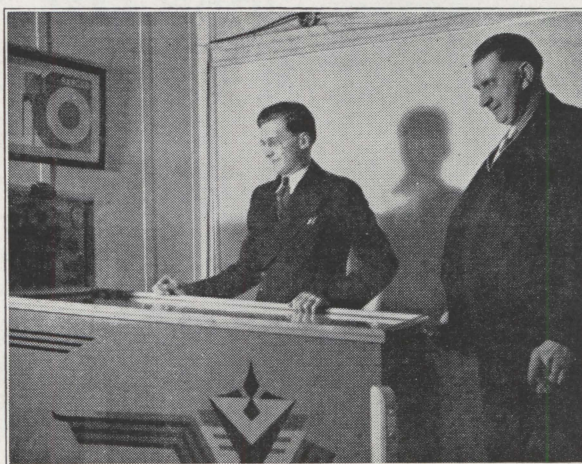
"Why, it's being in a hurry all over."

HARRY BROIDA PLANS FURTHER EXPANSIONS

That the future of the coin operated machine business in his state looks brighter at the present time than at any in his experience as an operator is the opinion of Harry Broida, Seminole county, Oklahoma, operator. Broida should know, for in spite of the fact that he is one of the youngest operators in the field, he is an active partner in two fast growing concerns, the B & B Novelty Company of Seminole and the Wewoka Novelty Company. His enthusiasm is shared by his partners, W. B. Berry and W. A. Huffman, both veteran operators.

The year 1936 has been especially profitable for the young Oklahoman and his colleagues who have operated continuously in the great oil producing county. They operate several types of machines including slots, pin games and counter games and aim to keep up with the trend toward machines with more player appeal and profit. Broida is looking forward to the big convention and show next month in Chicago where he plans to renew old friendships with operators from over the Southwest and see what new offerings the manufacturers have for the industry. He also doesn't mind telling that he has big plans for the year 1937 during which time he means to go into the coin machine business on a much larger scale than heretofore.

I've noticed that in order to get in on a "sure thing" you have to pay cash on the spot.



HENRY C. LEMKE, LEMKE COIN MACHINE CO., Detroit, Mich., plays "Preakness" during recent visit to Bally Manufacturing Company plant, while his route manager, George Rambaum, awaits his turn.

SEE THESE STEADY MONEY-MAKING VENDING MACHINES at the COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO, JANUARY 11-12-13-14, BOOTH No. 105

• D. ROBBINS & CO., BROOKLYN, N. Y. •

OK GUM VENDOR



Handsome Porcelain Finish

Vends Numbered Gum at 5c. Every ball has a number reading from 1 to 1200

Trade Awards for Lucky Numbers Are 10c to \$2.50 Each

Each Filling of 1200 Balls Takes In \$60.00. Pays Out \$30.00. Gross Profit, \$30 per filling.

Many OK Vendors sell out once and twice weekly!

INTRODUCTORY PRICE
ONLY

One OK Vendor with 1200 Balls of Numbered Gum included FREE. **\$15.00**

1c EMPIRE

Toy and Candy Vendor



•
**SENSATIONAL
PENNY
GETTER**
•

Equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c.

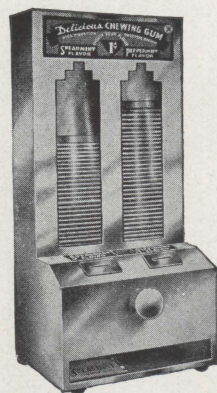
Operator's NET PROFIT is over \$2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly!

FEATURES: Slug-proof Coin Slot Beautiful Chrome Finish. Yale Lock on Money Box. Same Machine also vends Salted Peanuts, Pistachio Nuts, etc.

INTRODUCTORY PRICE
ONLY

One Empire Toy and Candy Vendor.
10 lbs. Candy Coated Peanuts.
2 Gross Assorted Toys.
1 Toy Display Frame. **\$11.00**

1c DOUBLE COLUMN STICK GUM VENDOR



Beautiful Chromium Finish

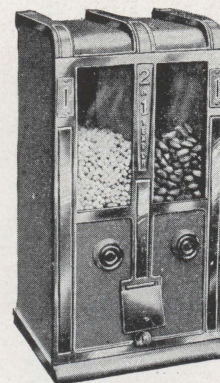
Capacity: 200 Sticks of FULL SIZE Spearmint and Peppermint Gum

Cost of Gum, Only 25c per 100 Sticks.

INTRODUCTORY PRICE
\$12.50

With 1000 Sticks of Gum FREE

NEW 1937 MODEL "2-IN-1" VENDOR



"America's Most Practical Bulk Merchandiser"

Earns TWICE as much as a single column vendor!

Beautiful Modernistic Design. Requires only 9 inches of Counter space.

2 Separate Penny Coin Slots which reject most slugs and washers.

ASK FOR NEW LOW OPERATORS' PRICES

ROWE "SPECIAL"

6 Column 15c Cigarette Vending Machines

Capacity: 150 Packages

Glass windows under each slot expose last coins which were inserted.

Re-conditioned and re-painted just like new. Original cost \$75.00 each.

OPERATOR'S PRICES

One Machine
\$22.50

5 or More
\$20.00 Each

Metal Floor Stand, \$2.00



Obtainable with 20c coin chutes at \$2.00 Extra per Machine

1c FILLING STATION

For Pocket Lighters

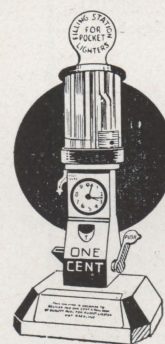
Every Cigar Store Needs This Useful Machine!

Earns 90c Profit on Each Dollar Taken In!

Requires only 7 square inches of counter space.

Only Limited Quantity For Sale!
Sample Machine \$7.50

5 or More, \$6.50 Each



If You Can't Attend the Show, Mail Your Order for Sample Machines and Ask for Quantity Prices.

Established
Since
1916

D. ROBBINS and COMPANY
1141 DE KALB AVENUE
BROOKLYN, N. Y.

21 YEARS
OF
PROGRESS

OVERSTOCKED! PRICED TO SELL!

2 Jumbos, each	\$27.50
1 Sunshine Derby	27.50
3 DeLuxe 46's, each.....	15.00
1 Hialeah	37.50
1 Pamco Speedway	37.50
1 Double Score	22.50
1 Bally Derby	42.50
1 Bally Derby (Electro-Pak)	45.00
3 Naturals, each	49.50
1 Fence Buster (Mystery slot)	52.50
1 Double Header	32.50
1 Mammoth	17.50
1 Bally Blue Bird.....	69.50
1 Bally Preakness (floor sample)	99.50
1 Pinch Hitter	35.00
1 Gold Rush	6.50
1 Ace	6.50
2 Sportsmans (visible slot), each	5.00
1 Sportsman (black cabinet)	4.50
14 QT Tables, each.....	25.00
1 Keeney's Bowlette (like new)	89.50
2 Reel 21's (Daval), ea.	12.50
2 Put 'n' Takes (front door), each	6.50
1 Sandy's Horses (counter game)	9.50
3 Little Dukes, each.....	12.50
(1c play, Single JP venders, coin selector top)	
15 Jennings Duchess, ea.	35.00
(1c play. Mystery pay, coin selector top. Serial numbers over 20,000)	
1 Mills, 5c play.....	15.00
(Simplex front, single jackpot vender, 5c play)	
1 Pony Vender (small slot machine)	17.50

Slot machine stands for Jennings, Pace and Mills machines \$2.00 each.

All machines guaranteed to be in good running condition.

Terms: One-third with order, balance C.O.D. Very small orders must be accompanied by a deposit sufficient to cover freight charges both ways.

Wewoka Novelty Co.

P. O. Box 755—Phone 801
WEWOKA, OKLA.

WHAT "O'TOOLE INDIANS" MEAN TO YOU

By RAY MOLONEY, President
Bally Manufacturing Co.

Operators and jobbers in all parts of the country are manifesting tremendous interest in the Tribe of



Ray Moloney

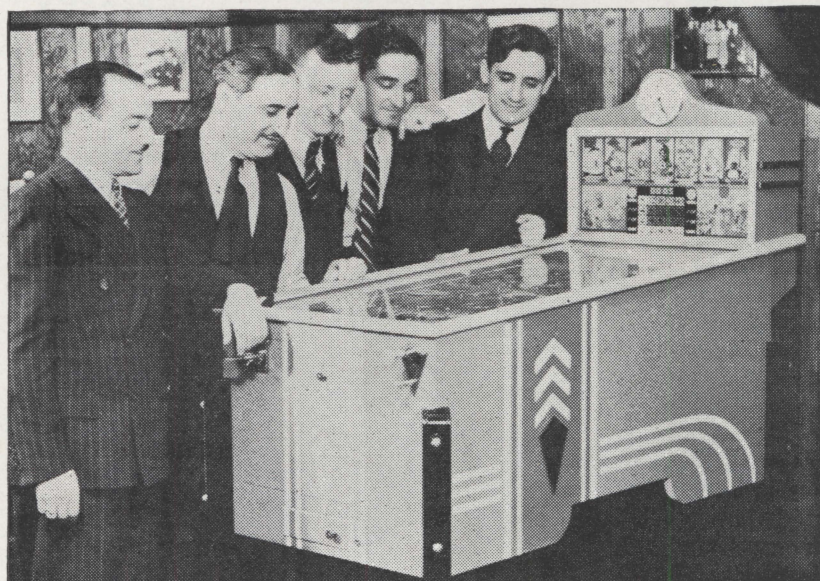
O'Toole Indians. We are being flooded with requests for complete information, for application blanks—in fact, large numbers of our friends are even asking us what the dues are!

To be perfectly honest, we did not expect the O'Toole Indian idea to take hold of the trade as rapidly as it did. And, as a result, we find

ourselves besieged with membership candidates before we have completed our organization plans. At this time, however, I can outline in general what the O'Toole Indians stand for.

Coin machine men are proverbially good fellows. They work hard and play hard. And it is chiefly with this tradition of good fellowship that the O'Toole Indians are concerned. Operators, jobbers and manufacturers are already united in their official organizations, but these associations have to do primarily with the serious side of the business. The purpose of the O'Toole Indians is to provide a formal organization for the festive or, we may even say, the frivolous side of the coin-machine industry. Perhaps our secret signs, handshakes, passwords and so forth are nine-tenths monkey-business. But it is a kind of monkey-business which will bring us all closer together in a bond of friendship. This, in turn, will certainly have beneficial effects on the serious side of our business, for surely a group of friends are better able to iron out business problems than a group of mere business acquaintances.

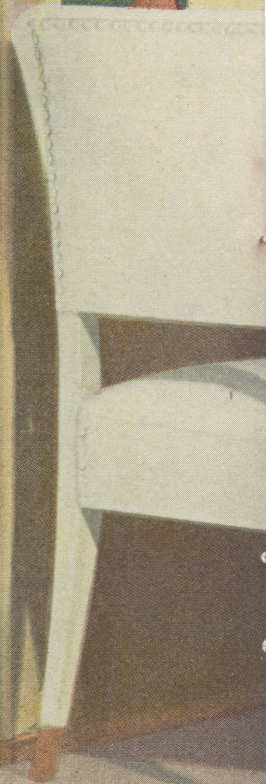
Summed up in a few words, the duty of every O'Toole Indian will be to put on his war-bonnet and go on the war-path against gloom—and to dangle at his belt as many pessimists' scalps as possible!



WITH A CREW LIKE THIS, SPEED KING IS BOUND TO GO PLACES. This photo, taken at the D. Gottlieb & Co. plant, shows the new Gottlieb streamline railroad payout with its improvised crew. Left to right are: Sam London of the Milwaukee Coin Machine Co., who appointed himself conductor on Speed King. By popular request Dave Gottlieb accepted the post of engineer. Maurice Priestly, plant superintendent of D. Gottlieb & Co., was named fireman; Nate Gottlieb reluctantly took the cap marked "Porter;" and Hy Greenstein of the Hy-G Games Co., put a little sign "Conductor" on his cap. Indications at the Gottlieb plant are that Speed King will lead the way to new success for Gottlieb games.

THEY *Dance*

They Look. They Listen. AND THEY DANCE! Just as soon as that lifelike, stirring, professional music starts issuing from the instrument, up jump the couples to dance! The atmosphere of the location changes instantly. The air is full of spontaneous life, laughter, and thrills. Entertainment rules supreme. Customers are SOLD ON THE ESTABLISHMENT and on the good times they have there. The Mills Do Re Mi transforms every location from just an ordinary place into a mecca of pleasure for the public, profit for the proprietor! If you act promptly, you can easily monopolize the amusement business of your neighborhood!





MILLS CUSTOM BUILT PHONOGRAPH

Folks, meet the CHAMPION OF MUSICAL MONEY-MAKERS, the new Mills Do Re Mi Custom Built Phonograph. This modern cabinet of beautiful walnut and imported Avodire wood has dual speakers matched for tone, new amplifier with full-powered volume to serve any kind of a location. It plays the masterful dance music of Paul Whiteman, Fred Waring, Guy Lombardo, Ben Bernie—and THE BIGGEST NAMES IN MODERN DANCE MUSIC—with all their original zest, professionalism, and artistry.

Listen! And hear not only the whole band, but every instrument in the band—six, twelve, twenty, or more pieces—and hear each individual musician do his stuff as if he were right here on the spot! The Do Re Mi isn't merely noteworthy for superior music, it has money-making appeal and money-making advantages. Its tilted multiple selector and program holder are fully lighted. Its free sampling device can be set to play a free tune at 15, 30, 45, or 60 minute intervals. It always tells what selection is being played! Its coin

slot accepts nickels, dimes, or quarters, and is ABSOLUTELY SLUG PROOF—rejecting EVERY slug, accepting EVERY genuine coin! Anything less than this remarkable instrument is a *substitute* and so it commands its unchallenged position in the best locations in the land! It makes the greatest music! It makes the greatest money! It PROTECTS its revenue as the most practical amplified phonograph ever built. It should easily out-earn any two ordinary phonographs combined. Insist on Mills Genuine Do Re Mi—you are entitled to the BEST!

Radio

COIN BOX

Nickels sent through the air by radio! See that tricky, keen piece of furniture? That's a radio broadcasting station. Roll it around the location, near or far from the phonograph—it doesn't matter—then place a nickel in it. The phonograph plays instantly, its radio receiver picking up the impulse created by dropping the nickel. Light, portable, practical! Has no wire connections whatsoever with the phonograph, but plays it by remote coin control. Locations everywhere report it is increasing collections from 33⅓% to 50%. It's a show—it's a super-attraction!

Mills Radio Coin Box dispenses with the need for expensive and difficult wall box installations, allows the equipment to be handled cleanly and quickly under all conditions. Next to the Do Re Mi itself it's today's biggest money-maker in the musical field.



MILLS NOVELTY COMPANY

4100 FULLERTON AVE • CHICAGO, ILL.

NACOMM Swamped With Requests for Registrations

Swamped with requests from every part of the country for advance registration for the 1937 Coin Machine Show, the NACOMM office reports that identification cards are now being mailed to operators, jobbers and distributors who have requested them, as fast as they can be made up.

Every request for the identification card must have the name and address of the person to whom it is to be issued, and evidence that that person is connected with the coin machine industry.

Special advance registration forms are being distributed by exhibitors, by coin machine distributors in various parts of the country, and by those operators associations which have made recent reports to NACOMM of their secretary's name and address.

All requests for advance registration must be received by NACOMM, 120 South LaSalle street, Chicago, by January 2. Otherwise, there will be a registration fee of \$1.00 for admission to the show.

Additional advance registration announcements are available from NACOMM at the address above.

List of exhibitors at 1937 Coin Machine Show:

A. B. T. Mfg. Co., 3311 Carroll Ave., Chicago, Ill.

The Ad-Lee Co., Inc., 825 S. Wabash Ave., Chicago, Ill.

Advance Machine Co., 4641 Ravenswood Ave., Chicago, Ill.

American Chicle Co., 1322 Congress St., Chicago, Ill.

Atlas Vending Machine Corp., 7630 Broadway, Cleveland, Ohio.

Automatic Age, 2810 S. Michigan Ave., Chicago, Ill.

Automatic World, 120 St. Louis Ave., Fort Worth, Texas.

Bally Mfg. Co., 2640 Belmont Ave., Chicago, Ill.

The Billboard, 25 Opera Place, Cincinnati, Ohio.

J. M. Bregstone & Co., 538 S. Clark St., Chicago, Ill.

Brunswick Record Corp., 215 W. Ohio St., Chicago, Ill.

Buckley Mfg. Co., 2156 W. Washington Blvd., Chicago, Ill.

Caille Brothers Co., 6210 Second Blvd., Detroit, Mich.

The Capehart Corp., East Pontiac St., Fort Wayne, Ind.

Central Pattern & Foundry Co., 3737 S. Sacramento Ave., Chicago, Ill.

Chicago Coin Corp., 1725 Diversey Blvd., Chicago, Ill.

Chicago Lock Co., 2024 N. Racine Ave., Chicago, Ill.

Churchill Cabinet Co., 2119 Churchill St., Chicago, Ill.

Coin Machine Journal, 328 South Jefferson St., Chicago, Ill.

Coin Machine Review, 1113 Venice Blvd., Los Angeles, Calif.

The Columbus Vending Co., 2005

E. Main St., Columbus, Ohio.

A. Dalkin Co., 4311 Ravenswood Ave., Chicago, Ill.

Daval Mfg. Co., 200 S. Peoria St., Chicago, Ill.

Dean W. Davis & Co., Inc., 549 W. Fulton St., Chicago, Ill.

Decca Distributing Corp., 666 Lake Shore Drive, Chicago, Ill.

DeFoe Finishing Co., 1752 N. Kimball Ave., Chicago, Ill.

Dudley Lock Corp., 235 W. Randolph St., Chicago, Ill.

Electrical Product Co., 6535 Russell St., Detroit, Mich.

L. B. Elliott Products Co., Inc., 3017 Carroll Ave., Chicago, Ill.

H. C. Evans & Co., 1528 W. Adams St., Chicago, Ill.

Exhibit Supply Co., 4222 W. Lake St., Chicago, Ill.

Philip Florin, Inc., 255 Fifth Ave., New York, N. Y.

The John Gabel Mfg. Co., 1200 W. Lake St., Chicago, Ill.

Gardner & Company, 2309 Archer Ave., Chicago, Ill.

Gay Games, Inc., 422 E. Howard St., Muncie, Ind.

Genco, Inc., 2621 N. Ashland Ave., Chicago, Ill.

John N. Germack, 1346 E. Vernor Highway, Detroit, Mich.

Globe Trotter Radio Co., 549 W. Randolph St., Chicago, Ill.

A. Gorretta & Co., 6611 Euclid Ave., Cleveland, Ohio.

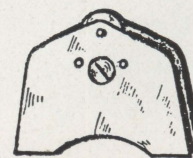
D. Gottlieb & Co., 2736 N. Paulina St., Chicago, Ill.

(Continued on Page 50)



MR. M. A. HAINES VISITS ONE OF LAZAR'S OFFICES. MR. M. A. Haines, owner of the Merlin Amusements Company of Reading, Pa., is shown, together with his assistants, in front of the B. D. Lazar Company at Reading. Mr. Haines is the gentleman with the coat on, standing in back of the young lady, who is about to turn on the Rock-Ola Multi-Selector Phonograph, to give the passersby a treat while the phonograph is being "shot." Mr. Haines is one of the first and foremost phonograph operators in Reading, and is handling the Rock-Ola phonographs exclusively, through Mr. B. D. Lazar.

ROLLER BEARING Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, \$5.40 per dozen, \$40.00 per hundred. No shipments made without reasonable deposit.

M. T. DANIELS

1025-1027 University Ave.

Wichita, Kansas

TEXAS OPERATORS



On Sunday, November 22nd, two hundred and forty-two Wurlitzer operators together with their wives and families gathered in the grand ballroom of the Jefferson Hotel at Dallas when Homer E. Capehart, Wurlitzer's Vice-President, and other Wurlitzer executives stopped on their coast-to-coast Good Will Tour. Mr. Capehart's plane was delayed by bad flying weather and he was wildly cheered as he entered the banquet hall.

(Right)
Operators Thompson of San Antonio and Solomon of Abilene as they talk over Wurlitzer-Simplex Automatic Phonographs.



(Below at Right)
C. C. Moore of the Panhandle Specialty Co., Amarillo, Texas, and Homer E. Capehart, Wurlitzer Vice-President in conference at Dallas.

Mr. Capehart thrilled the banquet at Dallas with a typical Capehart speech.

(Circle Below)



When good fellows get together. Harry Drollinger, Tom Murray, Fort Worth Publisher, Mr. DeFrance of Coin Machine Review, Los Angeles and Bill Simmons, visiting Wurlitzer-Simplex representative from California, pause to face the camera.

(Below)



A distinguished group at Wurlitzer's Dallas Party. From left to right they are, Earl Reynolds, Aaron Smith, President of Automatic World, Bill Simmons, Wurlitzer California representative, and Dick Warncke, Wurlitzer operator in San Antonio.

(Below)



Celebrate with WURLITZER



Mrs. W. C. Deaigh, Fort Worth, Texas, won the studio piano. She is shown acknowledging the presentation just made by Mr. Capehart. (Above)

Messrs. Crow, Decca Records, Forman, Houston operator and Dick Cowan, Ft. Worth operator snapped after the Dallas Banquet. (Below)



(Circle Above)

Mrs. Harry Drollinger, wife of the Wurlitzer representative and Jerry Germentis, New Orleans, snapped at the Dallas Party.



Above—San Antonio operators and their wives at Wurlitzer's Dallas Party. Mr. and Mrs. Dick Warncke and Mr. and Mrs. T. E. Beck a happy moment. Harry Drollinger, Wurlitzer representative, talks things over with Operators W. F. Daniels of Corpus Christi and T. A. Daniels of San Antonio, Texas. (Below).



Wurlitzer Executives at Dallas. Seated Mr. Capehart, Harry Drollinger, Wurlitzer representative and George Wrenn, Mr. Drollinger's associate. (Below)



A group of Texas operators swap experiences. They are E. J. Shelby of Waco, Texas, Eddie Schatz of Brenham, John Backman of Dallas, Secretary of the Operators Association and John McGee of Normangee. (Below)



Mr. Capehart greets a friend in the audience. Dick Cowan, Fort Worth operator, is seen in the center. (Below)

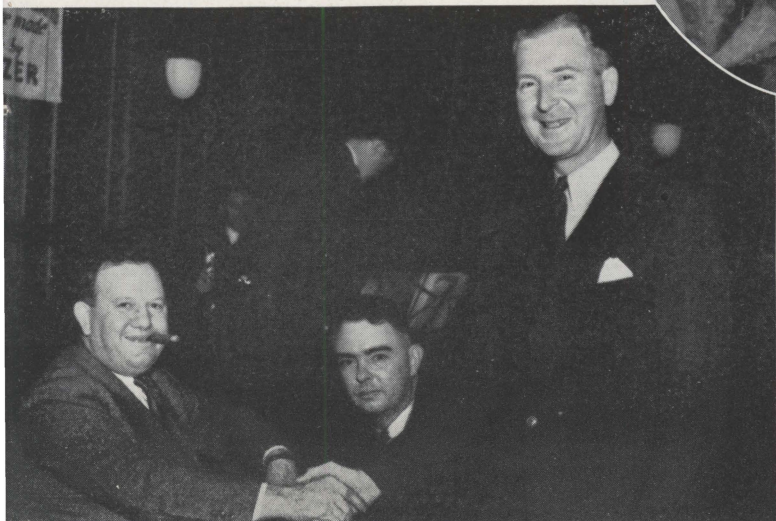
Mr. and Mrs. E. J. Shelby, newlyweds attend the Dallas party. Mr. Shelby is a successful operator from Waco. (Oval Below)



(Oval Below)



Harry F. King, private secretary to H. E. Capehart, with Mrs. Louis Solomon and John Backman, Secretary of the Operators Association. (Below)



News From the Office

F. C. Ewing Co.

Visitors in our office this month were Ed Noret, Lamesa, Texas; Frances Keller, Brady, Texas; Mr. and Mrs. S. C. Knaust, Frederick, Okla.; Mrs. C. H. Ingram, Shawnee, Okla.; L. A. Savage, Weatherford, Texas; N. L. Garner, Jacksboro, Texas; R. L. Herrington and S. M. Bynum, San Antonio, Texas; R. B. Jones and J. R. Storey, Dallas, Texas; Mrs. E. A. Osborne, Dallas, Tex.

A movie actress advises everyone to keep a mental wastebasket handy for worthless thoughts. It's well not to empty it too often, however, in case someone urges you to serve as toastmaster.

The scientist who has developed a lamb without wool, needless to say, is getting no applause in Wall Street.

Film Star (using new toilet preparation): "This is awful stuff. Why did you ever buy it?"

Her Maid: "I read an advertisement in which you praised it very highly."

F. C. EWING CO.

The Operator's Friend
Triple Cleaned No. 1 Spanish Peanuts

Blanched Virginia Peanuts and Cashew Nuts

Fancy Grade for Vending Machines

Write for Prices

1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

N A C O M M SWAMPED WITH REQUESTS FOR REGISTRATIONS

(Continued from Page 47)

Groetchen Tool & Mfg. Co., 120 N. Union St., Chicago, Ill.

Guardian Electric Mfg. Co., 1621 W. Walnut St., Chicago, Ill.

Hannahs Mfg. Co., Kenosha, Wisconsin.

Louis Henry, 926 Lindley Ave., Philadelphia, Pa.

Hub Manufacturing Co., 1134 W. Pierce St., Milwaukee, Wis.

Hunt Clubs, Inc., 201 N. Wells St., Chicago, Ill.

Illinois Lock Co., 737 Jackson Blvd., Chicago, Ill.

International Mutoscope Reel Co., Inc., 516 W. 34th St., New York, N. Y.

Jasper Brokerage Co., 154 E. Erie St., Chicago, Ill.

O. D. Jennings & Co., 4309 W. Lake St., Chicago, Ill.

Howard B. Jones, 2300 Wabansia Ave., Chicago, Ill.

J. H. Keeney & Co., Inc., 2900 Michigan Blvd., Chicago, Ill.

Little Nut Vendor Co., P. O. Box 826, Lansing, Mich.

McCormick Vending Machine Co., 121 W. Fourth St., Greenville, N. C.

Malkin-Illion Corp., Market and Union Sts., Newark, N. J.

Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

Muncie Novelty Co., Muncie, Ind.

National Carbon Co., Inc., 30 E. 42nd St., New York, N. Y.

National Chiclé Co., 804 Main St., Cambridge, Mass.

National Vendors, Inc., 5149 Natural Bridge Ave., St. Louis, Mo.

The Northwestern Corp., 908 E. Armstrong St., Morris, Ill.

Pace Mfg. Co., Inc., 2901 Indiana Ave., Chicago, Ill.

Pacent Novelty Mfg. Co., Inc., 614 Broad St., Utica, N. Y.

Pacific Amusement Mfg. Co., 4223 W. Lake St., Chicago, Ill.

Pan Confection Factory, 541 W. Erie St., Chicago, Ill.

Paris Bead & Novelty House, 305 W. Adams St., Chicago, Ill.

RCA Mfg. Co., Inc., RCA Victor Division, Camden, N. J.

D. Robbins & Co., 1141 DeKalb Ave., Brooklyn, N. Y.

Rock-Ola Mfg. Corp., 800 N. Kedzie Ave., Chicago, Ill.

Rowe Mfg. Co., 17 E. 16th St., New York, N. Y.

Scientific Machine Corp., 1072 Atlantic Ave., Brooklyn, N. Y.

J. P. Seeburg Corp., 1510 N. Dayton St., Chicago, Ill.

Shipman Mfg. Co., 2513 South LaSalle Ave., Los Angeles, Cal.

N. Shure Co., 200 W. Adams St., Chicago, Ill.

Shyvers Mfg. Co., 2226 N. Racine Ave., Chicago, Ill.

Simmons Coin Machine Co., Inc., 4463 N. Lincoln Ave., Chicago, Ill.

Simon Bros. & Co., 244 Fifth Ave., New York, N. Y.

Standard Device Corp., 4619 Ravenswood Ave., Chicago, Ill.

Standard Transformer Corp., 850 Blackhawk St., Chicago, Ill.

Stewart & McGuire, Inc., 350 Fifth Ave., New York, N. Y.

Stoner Corp., 328 Gale St., Aurora, Ill.

Superior Products, Inc., 14 N. Peoria St., Chicago, Ill.

Trimount Coin Machine Co., 1292 Washington St., Boston, Mass.

U-Need-A-Pak Products Corp., 57 Jay St., Brooklyn, N. Y.

Universal Mfg. Corp., 417 St. Joe St., South Bend, Ind.

Thos. A. Walsh Mfg. Co., 201 S. Tenth St., Omaha, Nebr.

The Werts Novelty Co., Inc., 920 S. Pershing Dr., Muncie, Ind.

Western Equipment & Supply Co., 925 W. North Ave., Chicago, Ill.

W. W. Wilcox Mfg. Co., 564 W. Randolph St., Chicago, Ill.

The Rudolph Wurlitzer Co., North Tonawanda, New York.

Is there a law against writing anything except dull messages on vacation postcards, or is it that only dull people send vacation postcards?

When an unpopular candidate begins to hand out campaign cigars his motive is obvious. He is just trying to lay down a smoke screen.

There's a New "Buckley"
**AUTOMATIC PAY-OUT
TABLE - Now!**

EXTRA

See Pages 1 and 2

VISIT US AT THE COIN MACHINE SHOW

We want to meet you and say "Hello" in person while you're here in Chicago. We know you're going to have a corking good time. You'll meet old friends and make new ones. You'll see a lot of new machines, get a lot of good ideas.

We'll let you in on a secret too. A really startling bit of news that we've saved for this occasion. If you're interested in something that's **really** new, that will make money for you—and we know you are—just drop into

BOOTHS 29,30,37 & 38

H. C. EVANS & COMPANY

THORO-BRED PRICE TO BE RAISED

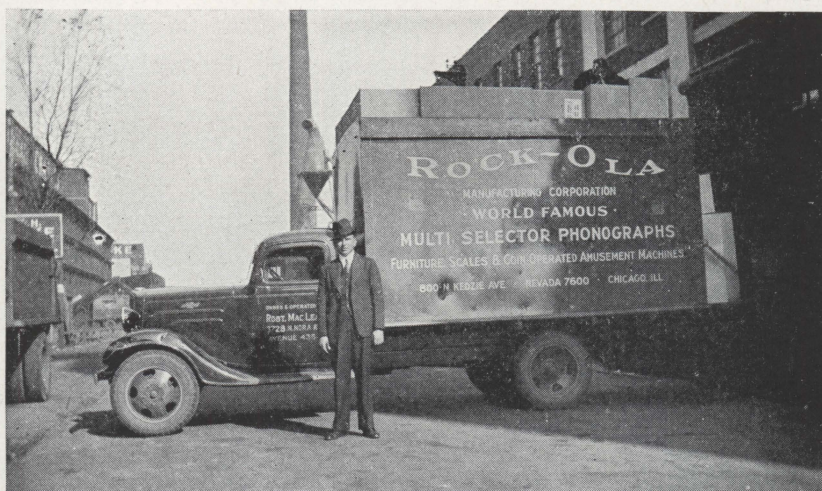
Thoro-bred, a deluxe race horse machine, long established as the "king" of amusement games, was first put on the market at the rock-bottom price of \$395.00. Sales have been remarkable and the constant re-orders of Thoro-bred have convinced the Western Equipment and Supply Company, that as an investment it is not only "gilt-edged" but an assurance of tremendous income. Operators all over the country consider it not only the most profitable game to operate, but the most pleasurable, since its location performance is absolutely free of service headaches.

In view of this fact, and the higher cost of quality manufacturing, Western announces the rising of Thoro-bred's sales price to \$495.00, a hundred dollar increase justified not only by the value but by the present low margin of manufacturers' profit. This change will be effective after the first of the year.

Officials of the Western Company

advise all operators and jobbers to take advantage of the present low price and stock up for the coming year. No drop in sales is expected in consideration of the fact that

actual records show such amazing operating profits that the initial investment is inconsequential compared to the sensational profit returns.



GIBSON BRADSHAW VISITS CHICAGO. SNAPPED IN ONE OF the yards of the large Rock-Ola plant, while on a recent visit to the Rock-Ola factory, Gibson Bradshaw of Denver, Colo., reported to the officials that the outlook for the sale of the new 1937 Rock-Ola Rhythm King in Colorado was extremely promising. Gibson Bradshaw recently established a new office in Denver at 1415 South Broadway street.

LITTLE ROCK *has a* BIG

Two hundred and thirty Little Rock, Ark., operators and their families made merry at the Hotel Marion as guests of Wurlitzer's flying executives. A big banquet, an elaborate floor show and a sparkling talk by Homer Capehart were highlights of the night.



(Above)

Mr. Jacobs of the Jacobs' Novelty Co., Tulsa, gets between O. F. Kramer and H. E. Capehart of the Wurlitzer Company and tells them both that the Wurlitzer-Simplex has literally coined money for him.

Mr. and Mrs. Phil Marks and Mr. and Mrs. Vern Radley of the Phil Marks Co., Hot Springs, tell Homer Capehart how hot their business has been since they started operating Simplex.

(Below)



(Above)

Left to right: James Byerly, O. F. Kramer, Mrs. R. E. Braswell, E. D. Dupree and Miss Jo Price of the B. & B. Novelty Co., DeWitt, Ark.

Frank Brunner, Edgar Payne, Jr., and John Brunner of the highly successful John Frank Co., Marked Tree, Ark., listen with Homer Capehart to the music that has made money aplenty for them.

(Below)

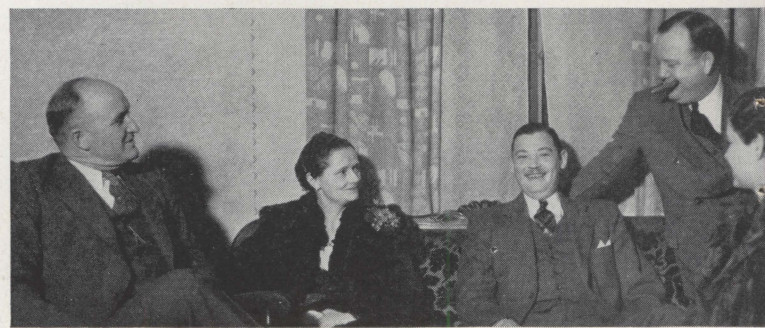
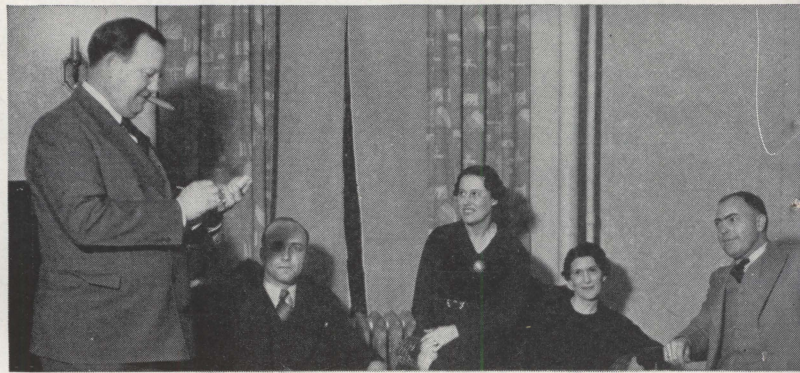


(Above)

Left to right: O. F. Kramer, Mr. and Mrs. J. N. Caveness, J. A. McIlhenny and Mr. and Mrs. C. Griffith, talk over the Simplex success in Bentonville, Ark., and agree it has certainly knocked the spots off competition.

Homer Capehart jots down another order for Simplex instruments as Mr. and Mrs. P. A. Veasey and Mr. and Mrs. M. S. Armstrong look on.

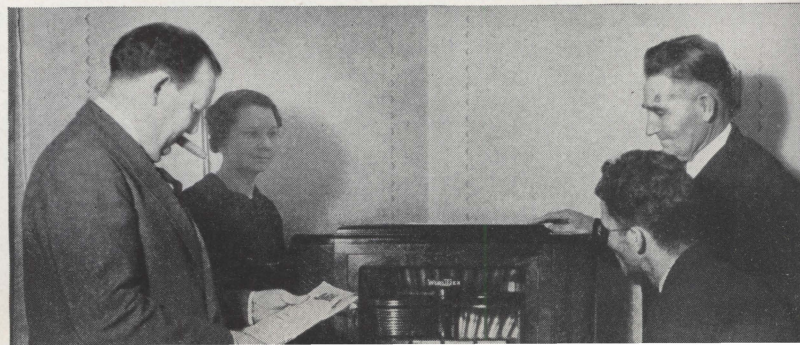
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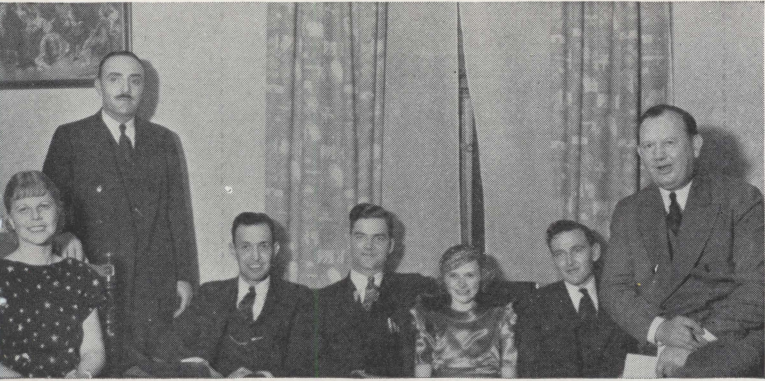
Above left to right: Mr. and Mrs. U. J. McCabe and Mr. and Mrs. F. C. Casluon get a big laugh as Homer Capehart lights his umpteenth cigar for the evening.

They all agreed—it's the biggest profit producer in automatic music. Left to right: Homer Capehart, Mrs. B. S. Williams, Floyd Williams and Mr. B. S. Williams of Stuttgart, Ark.

(Below)



TIME *with* WURLITZER



(Above)

Left to right: Mrs. Frick, Ray Bangs, Mr. Frick, Mr. Early, Mrs. Early and Mr. Glasgow of the Deluxe Novelty Co., Little Rock, line up with Homer Capehart—tell him what a money maker the Wurlitzer-Simplex has been for them.

Capehart, Elton Foster, O. M. Morgan and O. F. Kramer rest their tired "dogs" a moment and talk over the bright future ahead of the Wurlitzer-Simplex.

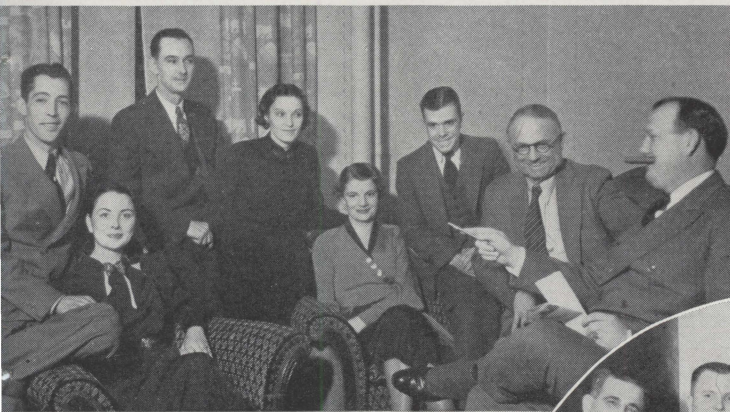
(Below)



(Above)

O. Sommers, Miss Sibyl Jernigan, Mrs. Marion Jernigan, John Lima and O. F. Kramer stand out a dance. The subject of conversation? The glorious tone of the Wurlitzer-Simplex.

Tom Steed and staff of the Arkansas Music Co., Pine Bluff, line up with a long cheer for Wurlitzer and the money it has made for them.

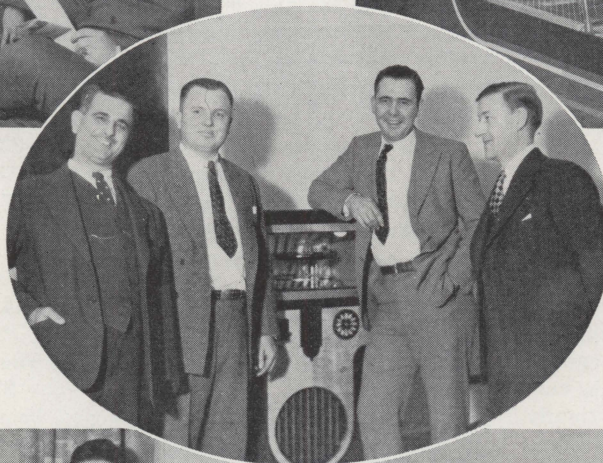


(Above)

Left to right: Mr. and Mrs. Jules Fisher, Mr. and Mrs. Finegan, Mrs. and Mr. Johnson and J. D. Dunaway of Conway, Ark., hear Homer Capehart talk Simplex profits—agree with him it's a great money maker.

All smiles thanks to their success with the Wurlitzer-Simplex. Left to right: J. A. McIlhenny, Mrs. A. DeMers, Jr., Mrs. J. Early, Mrs. A. DeMers, Sr., Mr. A. DeMers, Jr., and Mr. A. DeMers, Sr.

(Below)



(Left Oval)

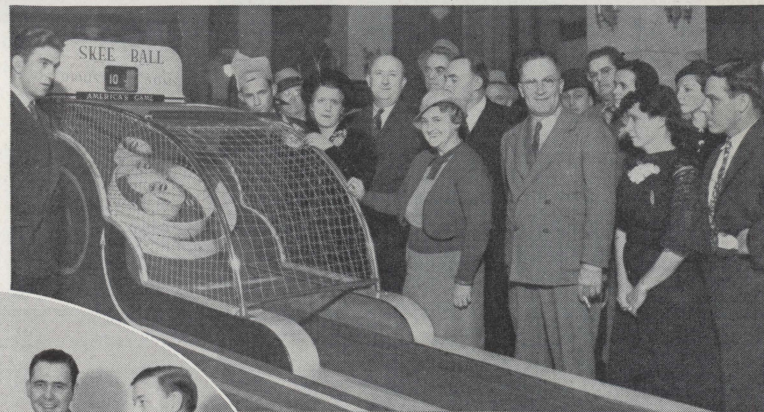
Mighty proud of the profits they have made with the Simplex. N. E. Adams, R. N. Rushed, J. W. O'Shields of the firm of N. E. Adams, Wurlitzer operators of Forest City, Ark. At the right—J. A. McIlhenny.

(Above)

The Wurlitzer Skee Ball in the Marion Hotel lobby had a busy night too.

Left to right: Mrs. W. E. Sandefur, H. F. King, Mr. Sandefur, Mrs. E. B. Joyce and Mr. Joyce—all of Fort Smith, Ark., sit out a dance to say nice things about the Wurlitzer-Simplex.

(Below)



Are Operators Going Broke Buying the Wrong Kind of New Machines?

By VINCE SHAY

General Sales Manager, Coin Machine Div., Mills Novelty Co.

The biggest issue of the coin machine industry today is: Are operators being allowed to make money? That was the identical issue which burned in everybody's mind some fifteen years ago when this business was really starting its great climb to present success.



Vince Shay

Then, the questions were: have operators enough territory, is there a big enough variety of equipment to select from?

But now the question is an altogether different one. In the main it is this: Are operators going broke buying the wrong kind of new machines?

I cannot too emphatically state that the biggest threat to any operator's bank balance is the false belief that **any machine that is new** is a reliable money-maker! All of the facts point to the opposite. No matter how sincere the manufacturer is in recommending any new type of product in this industry he cannot be sure it will succeed for his customer, the operator, until it finally gets out and the players take a crack at it. Then comes the real, true test.

I say that every bit of evidence at hand clearly proves that the majority of new machines are busts before they even get out. Some of them don't even work mechanically. None of them carry any psychologi-

cal insurance that the playing public will like them. To buy a machine simply because it is new is the height of folly. Why should the operator listen to the demands of the location and haul in a new machine every couple of weeks, just because the location owner doesn't have to pay for it, and because he happens to have strange ideas on what will take with the public and what won't take?

In his eagerness to prove how much he knows about player psychology, the location owner very often presents the operators with a synthetic survey. He insists: "I asked my customers about this machine and they all want something new!" The chances are he put the words in their mouths, if indeed one or two of them said any words at all. But he is simply out to get that new machine in his store and he won't be content till he does get it. So—at the risk of losing the location—you give in and buy the new machine. Even you, with all your experience at buying new machines that instantly flop, still have a lot of hope in your heart each time you buy a new one.

But examine your bank account! How much money have you actually lost in the past couple of years buying wrong machines, selling them off second hand before you got anything like their cost out of them? In the reckoning, please add your expense in handling, freight, changing from location to location, damage in operation, advertising and selling expense connected with their final disposal.

Location owners like new machines because they spurt so strong the first week; after that first spurt is over, they then demand a new one. I say pay no attention to their demands! Give them a machine of known psychology—such as a bell, vender, phonograph, scale, or a type of pin table that has been successful for many months.

No operator worthy of his salt, in any kind of location worth calling a location, ever had to worry about replacing a bell with some other kind of coin operated machine. The bell, as everyone well knows, is absolute tops in this field. Its psychology is predetermined; and where it operates it is sure to gain and hold players. Its cash box is the same heavy

weight every single week, it so seldom gets out or order for any reason, that you can well call it "service free."

Now instead of scampering after every new will-o'-the-wisp that appears on the market, my advice to you is cast your lot with the old tried and tested machine. Anything new must simply be a new model of the old principle, and not some crackpot new contraption whose only claim to fame lies in its freak makeup.

Here at Mills we have dedicated ourselves to building machines of proven psychology, sound mechanically, and with that long run appeal which assures every customer a profitable return. We deal only in money-makers, and our first aim is to help you make money with our equipment.

Many operators are going broke. Many operators are not being allowed to make any money over and above living expenses. And all because they are being high pressured into taking every kind of a foolish machine just because it is offered as new!

Think before you buy! I don't care whom I hurt by repeating that sane advice: Think before you buy.

There is considerable difference between a politician and a statesman, but so long as the people don't know it nobody will suffer.

That plan of delivering milk in paper containers seems all right enough, especially to the habitual comer-home at 3 a.m. who has a weakness for booting a couple of glass empties down the back steps.

If unreasonable people had their way, the weatherman would be sitting on a brimstone griddle, with his horned host repeating: "Tomorrow: fair and warmer."

Detroit traffic cop, bawling out an unassuming lady motorist:

"Don't you know what I mean when I hold up my hand?"

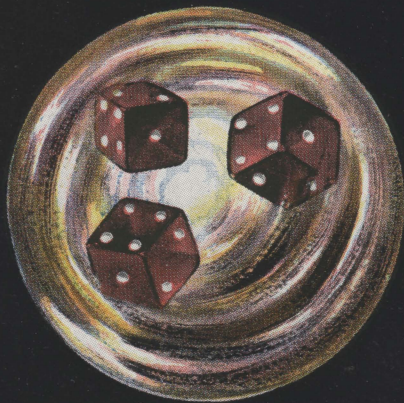
She, meekly: "I ought to. I have been a school teacher for twenty-five years."

A motion picture company on location in New Mexico found that the favorite delicacies of diet of some 1,000 Navajo Indians employed as extras were red soda pop and watermelon.



CHUCK-A-LETTE

THE GREATEST "BELL" MACHINE EVER CONCEIVED! TAKES UP TO SEVEN COINS EACH PLAY... PAYS OUT ON AS MANY AS THREE WINNING COMBINATIONS AT A TIME—COMBINES THE POPULARITY OF DICE, THE THRILL OF SPINNING REELS—AND THE LURE OF A JACKPOT. IT'S THE "MONEY-GETTING" CLASSIC OF ALL TIME.



THE MONEY-GETTING



Reg. U. S. Pat. Off.

A
LOCATION
TESTED
Winner
BY
EXHIBIT

Massive Size Cabinet
38" x 36" x 19"

SPECIAL OPERATOR'S PRICE

\$292.50
COMPLETE

Check Separator \$5 Extra—25c Play, \$10 Extra

Exhibits

CLASSIC OF ALL TIME

A year and a half in production—six months on test locations—proven by **phenomenal collections**—endorsed by the smartest in the business. Chuck-A-Lette has a money-getting capacity of 35c every 15 seconds. Proven NET earnings up to \$20.00 an hour—Certified NET cash-box receipts of from \$72 to \$146 per day. . . . Operators report that Chuck-A-Lette **paralyzes play on all other machines**; gets maximum 7-coin play almost every game; and that players can't resist the chance of getting **THREE DIFFERENT WINNERS ON ONE PLAY**. . . . The popularity of dice, the thrill of spinning reels, and the lure of a jackpot combine to provide the greatest "come-on" **ever** incorporated in a coin machine.

PLAYS REGULAR CHUCK-A-LETTE—the first coin-operated machine ever conceived, capable of playing America's favorite dice game entirely automatically. Also convertible to and available as JOCKEY CLUB, sensational race-horse game.

WHIRLWIND ACTION — \$60.00 AN HOUR CAPACITY — Seven can play at a time, or one can play seven selections — takes in 35 cents every 15 seconds. An entirely new and original payout system assures seven coin play almost **every** game.

THE LURE OF BIG WINNERS — Players fight for that BIG Three Star jackpot award, and play more than one coin in order to have a chance at both the Jackpot and the frequent small payouts that click in two's and four's.

MASSIVE, SOLID-WALNUT CABINET — Ultra-moderne in design and sturdy in construction. It's classic beauty, like that of a grand piano, adds a note of distinction to even the most sophisticated location and attracts everyone entering.

MIRRORED "LIGHT-UP" PLAYING FIELD — Chuck-A-Lette presents the spectacle of "spinning reels under a spotlight" and the brilliance of varicolored lighting effects, mirrored from the richest, metallic-green playing field ever to grace a coin machine.

PERFECTED SIMPLICITY IN MECHANISM — Chuck-A-Lette is an engineering triumph, perfect in every mechanical detail, the mechanism is **all-electric** and entirely in-a-drawer, easily accessible and trouble-free. Either 5c or 25c play.

Chuck-A-Lette was first presented at the Coin Machine Show in 1936. At that time hundreds of orders were booked at a list price of \$525.00. We knew **then** that we had a winner. But at that time we had only a crude working model. After another year of testing, simplifying and improving, we are proud to present Chuck-A-Lette **mechanically perfect in every detail** and at a low mass-production price of only \$292.50. We invite you to

Also available as **JOCKEY CLUB** **HORSE RACE GAME**



Jockey Club is the most unusual horse-racing attraction ever conceived! It's the only automatic race-horse game with **THREE POSSIBLE WINNERS EVERY GAME**—the only game that can **PAY-OFF ON EVERY HORSE THAT SHOWS**. It has all the money-getting features of the original Chuck-A-Lette model; and in some territories is attracting even heavier play.

put it to **every** mechanical test. All mechanism is in-a-drawer and instantly removable. It's **CHEAT-PROOF**, **CHART-PROOF** and **TROUBLE-FREE**. And it's equipped with A.B.T. slug-proof multi-coin chute; illuminated 7 coin visible rotary-escalator; meters for registering both number of plays and amount of payout; and Exhibit's "jam-proof" Master Payout unit. See it—Inspect It and Test It **yourself** at your Jobbers.

CHUCK-A-LETTE



The most fascinating game ever played automatically— **CHUCK-A-LETTE**

Players are immediately attracted to Chuck-A-Lette because of its impressive beauty and colorful lighting effects. They simply can't resist the temptation of playing for their favorite point; and all seven possible selections are played almost **every** game. Players put their money on dice numbered from one to six and also try for that BIG Three Star Jackpot Award. Vari-colored lights flare up showing points selected. You press a small lever and three dice-reels start spinning electrically. You see **real action**, not just flasher lights, and **then** one after another the reels click to a positive "dead stop." If your number comes up on **one** of the three reels, quickly and silently 2 coins drop in the payout cup. If your number appears on **two** reels, you get 4 to 1. And if it appears on all **three reels**, you are paid-off at 20 to 1. If your selection was STARS, and

three stars appear, you get 40 to 1. And if you play for more than one point, you are paid for **each** of your winners. The principle of play in JOCKEY CLUB is the same except that horse reels and racing symbols are used instead of dice. The two types of play are interchangeable for only \$15, and **double** the life of your investment.

The finest locations in your territory will greet you with open arms if you equip with Chuck-A-Lette and Jockey Club—a deluge of money players will swamp your location—and **full** cash-boxes will convince you

that these games are just what everyone calls them "The Money-Getting Classics of ALL TIME." Be first with Chuck-A-Lette and Jockey Club. Write, wire, phone or see your Jobber YET TODAY. Get going with these PROVEN EXHIBIT WINNERS!

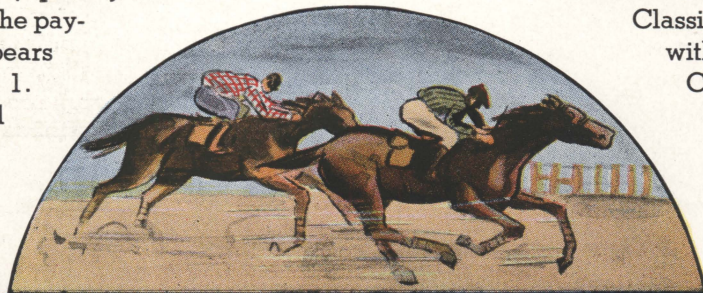
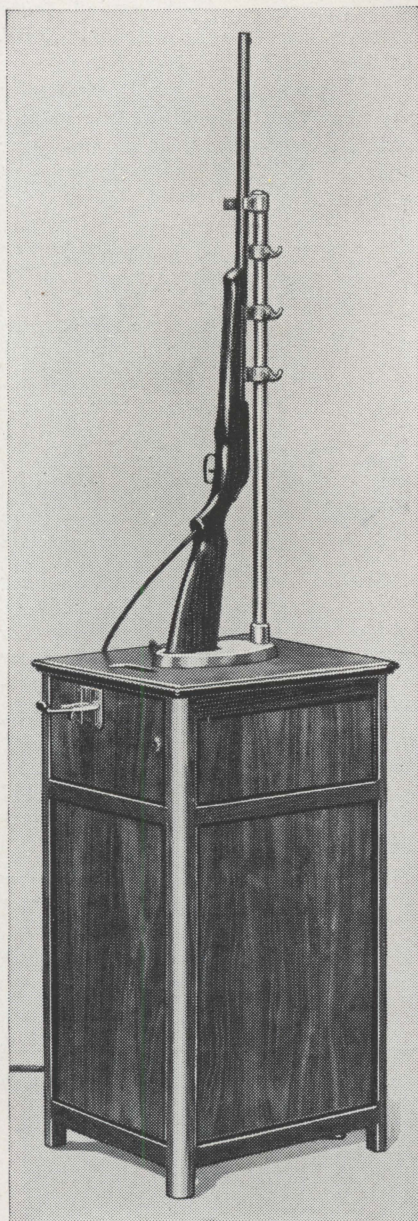


EXHIBIT SUPPLY COMPANY

4222 W. Lake St., Chicago, Illinois

EXHIBIT'S SHOOT-A-LITE HAS UNIQUE GUN PRESENTATION STAND



Chicago, December —This entirely new and original Exhibit Shoot-A-Lite gun presentation stand is "tops" for showmanship. Players simply can't resist this novel method of presenting the gun upright on the stand. It has the flash, shine and class—and it's an "invitation to shoot." This upright method of showing the gun is also advantageous for its cleanliness. An ordinary side-compartment collects dirt, get the shoulder rest dirty and soils the player's clothing. You will note that there are gun-rests for the women and "shaky" players. Amateur marksmen like this feature because it helps them to shoot straight and prevents self-consciousness.

The gun cabinet is solid, hand-pol-

ished walnut with chrome ash trays and furnishings. Size 16 1/2 inches wide x 20 inches deep x 35 inches high.

Reports from jobbers, distributors, operators and location owners show that the gun presentation stand is not the only Exhibit Shoot-A-Lite feature that stands-out. According to Exhibit officials, Shoot-A-Lite with its four (4) different moving duck-targets is "tops for showmanship" in every detail.

GUARDIAN ELECTRIC, SUPPLIERS TO THE INDUSTRY

Back in '34, when pin tables were first electrified, and the trend to the ingenious, fast moving, fascinating games of today began, manufacturers ran into a stone wall. They knew what they wanted, but they were unable to get it. Games of new and novel design had been planned, but the motive power was unavailable. The giants of the electrical manufacturing industry were approached, but they were not interested. Games could either be designed around already existing units, or new equipment could be provided if huge initial orders were placed. This the manufacturers would not do. A game that is a "wow" in the experimental room, all too often proves a flop in the field, while a slow starting game may become the hit of the year.

A search for a different kind of an electrical company began. A company that would gamble with the amusement games industry; a company that could take the manufacturers' needs and design and build, at a reasonable cost, and at high speed, units to fulfill those needs; a company that would build sample after sample until they had the best and simplest for the job; a company that knew what to build and how to build it. Guardian Electric entered the field, and the search was over.

Guardian Electric now builds precision units in great variety, utilizes line assembly to develop speedy delivery so necessary to the game manufacturer. Trained inspectors, equipped with the newest instruments and test devices, maintain a constant check on the product. Tests

are made under actual operating conditions experienced by each individual game.

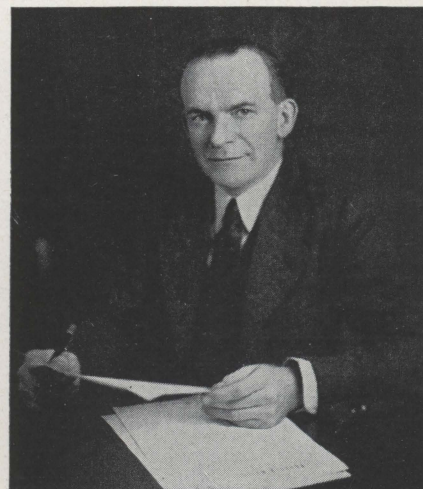
The assembly lines have been laid out to anticipate the rapid changes that are constantly taking place in the Amusement Games Industry. The lines are so flexible that a complete change of product has been made in thirty minutes. This is highly important when meeting the demands of an industry whose every order is marked "Rush."

Behind these efficient lines are thousands of dollars invested in dies, punch presses, machine tools, and a huge supply of raw materials. In the experimental rooms, engineers keenly aware of every trend in the field, are working constantly in the development of new units so that the manufacturer, confronted with a new problem, will find that it has usually been solved, often weeks in advance.

Experimental samples, and production units, are carefully guarded. Guardian customers in the amusement games industry represent every important manufacturer in the field, yet never has the news of a new game or development been revealed, though parts for six or seven companies are often manufactured simultaneously.

TOM HANLON KEPT BUSY

When Mr. W. C. Dillon, the Chicago representative of the Automatic World, recently called upon Tom



Hanlon, Advertising Manager of Rock-Ola Manufacturing Corporation, he found Hanlon in the midst of plenty of activity.

During that same day, Hanlon was writing copy for 36 pages of advertising, copy for 6 4-page folders, 21 publicity stories, together with

copy and lay-outs for furniture advertisements, and publicity stories for the coming Furniture Show, as well as the Coin Machine Show in January.

Hanlon was also busy arranging various "stunts" for the coming Coin Show, and sample souvenirs we saw of several items to be given away at the Rock-Ola spaces at the Coin Show were very attractive and well worth having.

Hanlon should be able to "eat up" such a large amount of work, as he has been doing the same thing in the advertising field for the past twelve years.

ROCK-OLA PHONOGRAPHS IN GREAT DEMAND



Ralph H. McCabe, factory representative of the Rock-Ola Manufacturing Corporation and said to have been engaged exclusively in the coin-operated machine business continuously for a longer period of time than most of those in the game, has just returned from a trip on which he combed the States of Kentucky, Indiana and West Virginia.

"I have been through these States five or six times this year," says McCabe, "but during the last trip I have found more enthusiasm over the outlook for increased business for phonograph operators than I have ever before encountered."

"Operators everywhere are pronounced in their happy predictions of the future outlook, for phonographs. Practically every operator of the hundreds I visited is already planning an expansion of his activities. Locations which were formerly passed by are now being contacted for the placement of phonographs, due almost entirely to the increase of the particular establish-

ment. For example, in a certain community in Kentucky the local golf club had not enjoyed a very prosperous and certainly not a profitable business since 1929 until the closing months of this summer, when the course took on such new life and activity that the local operator, who had placed a Rock-Ola Rhythm King phonograph in the clubhouse four weeks before my visit, reported that the machine had been averaging \$19.10 per week.

"I also found many operators taking advantage of new locations through newly created establishments of various kinds. For example, in one city of only 9,000 population the operator there told me that of 47 new retail business establishments which had started since August 1, he was able to place 15 phonographs. I cannot speak for the rest of the country, but after this recent comprehensive trip, I can definitely state that the great Commonwealths of Kentucky, Indiana and West Virginia are showing a remarkable uptrend of business conditions in general, which naturally reflects upon the increased prosperity of the phonograph operators."

"Every operator upon whom I called was not only enraptured with the business outlook for 1937, but was equally enthusiastic over my pictures of Rock-Ola's new 1937 Rhythm King."

"Another advantage was to observe a greater cooperation between

the operators in these States than ever before. No longer are they at each other's throats, so to speak. No longer do they try to outdo each other's locations, but instead there seems to be an unquestionable spirit of 'live and let live.'

"In conclusion, I can emphatically say that the outlook for the phonograph operators for the coming year of 1937 is highly grand and glorious!"

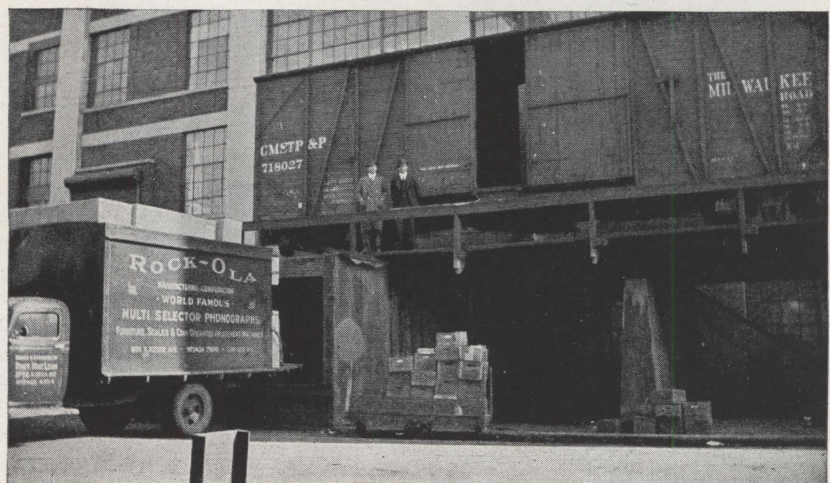
ROCK-OLA'S MIDWEST REPRESENTATIVE



Herb L. Sime, the Rock-Ola Factory Representative for the states of Iowa and Nebraska, is seen driving up to the Factory in his car.

The two fingers extended mean that he is bringing in orders for two carloads of the new Rock-Ola 1937 RHYTHM KING, from a distributor in Nebraska.

Herb is mighty proud of his car—in fact, almost as much so, as he is of the splendid increase in phonograph sales which he reports throughout Iowa and Nebraska.



CONSTANT CARLOAD ORDERS. ABOVE PHOTOGRAPH SHOWS one of the massive freight cars backing into the Rock-Ola factory, to load up the two full carloads of Rock-Ola Rhythm Kings ready to start rolling to the Texas Novelty Company at Beaumont, Texas. This well-known company is one of the largest, oldest and most successful music operating companies in the United States. It is a great tribute to the excellence of Rock-Ola's Rhythm Kings that Texas Novelty Company at this time has chosen the Rock-Ola Rhythm King for its best locations. The picture also shows one of the many Rock-Ola trucks just pulling away, with one of fifty loads of furniture for Marshall-Field Company, Chicago.

EVERYONE *wants it...*

BIG ODDS
always
IN SIGHT

50-1 DAILY DOUBLE
Only RAY'S TRACK *has it!*



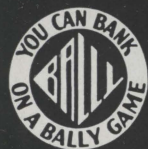
BOOTHS
19-20-47-48
1937 COIN MACHINE
SHOW AT CHICAGO
JAN. 11, 12, 13, 14

YOU want to make more money! Then give the public a crack at **BIG WINNERS!** Bally's RAY'S TRACK . . . with its **BIG WINNERS** always in sight . . . and its **EXTRA BIG SURPRISE AWARD** . . . is unquestionably the hottest profit-maker on locations from coast to coast!

Players demand an opportunity to get **BIG WINNERS** . . . and RAY'S TRACK gives it to them! Players want suspense, excitement, thrills. RAY'S TRACK gives it to them . . . with a neck-and-neck race and breathtaking photo-finish! Players want a game that's easy to understand, easy to play. RAY'S TRACK gives it to them!

Point by point, RAY'S TRACK is **THE** tops in thrill-appeal for players . . . earning-power for operators . . . and its smooth quiet operation; simple, all-electric mechanism; and rich, eye-catching beauty makes it the **LANDSLIDE CHOICE** of location owners everywhere!

Open a new GOLD MINE for yourself! Get the facts and figures on RAY'S TRACK . . . by wire . . . today! Your jobber can make immediate delivery!



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc.

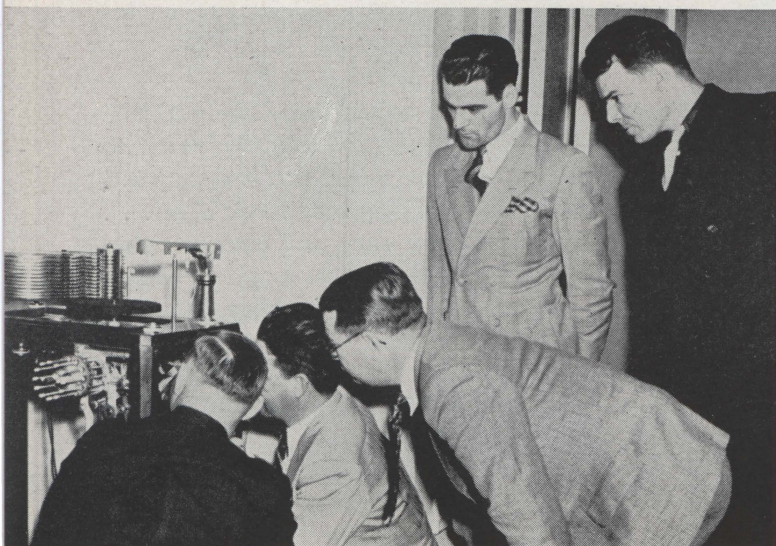
EASTERN DISTRIBUTOR

453 W. 47TH ST. NEW YORK, N. Y.

NEW ORLEANS HOST TO



The Roosevelt Hotel in New Orleans, La., was the scene of Wurlitzer's dinner in honor of Wurlitzer operators in the "Sugar Bowl Area." Over 215 operators with their wives and families turned out to greet Homer E. Capehart and other Wurlitzer executives as they stopped in New Orleans on their whirlwind tour of the country.



(Above)

Wurlitzer Service Instructor goes over a few fine points for Wurlitzer operators at New Orleans.

Messrs. Clemmons and Russell, Wurlitzer operators of Baton Rouge, La., confer with Homer E. Capehart and A. M. Mendez—Wurlitzer Factory Representative.

(Below)



(Above)

Wurlitzer operators inspect the mechanism of the Wurlitzer-Simplex Automatic Phonograph.

Homer Capehart greets Ralph Lembo and Joe Gloriosi of Itta Bena, Miss., together with members of their staff at New Orleans.

(Below)



WURLITZER EXECUTIVES



(Oval Above)

F. A. Blalock of Pensacola, Florida, and E. O. Vick of Gulfport, Miss., tell each other what they are going to do to increase their business. Mr. Blalock has just ordered another carload of Wurlitzer-Simplex Automatic Phonographs.



(Above)

Richard Strong—successful operator from Vicksburg, Miss., swaps a few yarns with Homer E. Capehart and A. M. Mendez.

Jerry Germenis and Dan Cohen sit in on a conference with Mr. Capehart. Mr. Germenis had just placed an order for one carload of Wurlitzer-Simplex Automatic Phonographs.

(Below)



(Above)

Mr. A. Mendez, Wurlitzer District Manager—host at the Wurlitzer New Orleans banquet, and Mrs. Mendez show their pleasure at the splendid success of the party.

A group of Wurlitzer operators in a huddle at New Orleans. At extreme left, Mr. J. D. Farris, Vicksburg, Miss., ordered two carloads for his rapidly expanding business.

(Below)



Mr. Capehart chatting with a group of operators at Wurlitzer's New Orleans Party.

(Below)



BUCKLEY'S FORT WORTH OFFICE ACTIVE

The Buckley Manufacturing Sales Office in the Medical Arts Building, Fort Worth, Texas, has a complete line of machines manufactured by the Buckley Manufacturing Com-



M. T. Reiners

pany of Chicago on display, consisting of the new one ball automatic pin games "Combination" and "Diamond Mine"—the well known little counter cigarette machine "Cent-A-Pack" and the ever popular "Bones" dice machine. All these machines are on display, and Mr. M. T. Reiners, the manager of Buckley's Office, personally issues a warm invitation to all operators to drop in and see him. He especially invites the visiting operators to make his offices their headquarters while in Fort Worth.

Mr. Reiners is one of the old time coin machine operators and still understands the problems of the various operators these days and is willing to help or advise the operators at any time. Mr. Reiners, however, does not actually operate any machines, but the famous Buckley digger known the world over. When you get Reiners started to talking on diggers, he never knows when to quit.

Between the diggers and his new wife (yes, the old bachelor finally "hoodwinked" a beautiful young lady into marrying him; Miss Marion Bufington of Fort Worth), Reiners does a lot of talking these days. But seriously, you operators will derive a great deal of benefit by dropping in to see him as the Buckley Manufacturing Company is really coming to the front in the coin machine business with the newest and latest designs. Let's all congratulate Reiners and wish him luck.

PAMCO BROADWAY NEW LITE-UP NOVELTY GAME ANNOUNCED

Chicago—Keen interest is being manifested in Pamco Broadway, new 5-ball novelty game just announced by Pacific Amusement Mfg. Co. Local operators and jobbers who've seen Pamco Broadway are said to liken its appeal to Pamco's famous Contact game which did much to revive interest in pin games a few years back. Operators will well remember Contact, which, by the way, is accredited with being the first game to introduce electrical energy into pin ball play. Pamco Broad-

way is described as a deluxe cabinet game, 50 by 24 inches in dimension. It includes a lite-up backboard with nine sets of award symbols and their representative values directly connected with corresponding pockets on the playfield. The symbols are identified by spot illustrations of an Indian Head, an Aeroplane, a Death's Head, the Winged Horse, Statue of Liberty, etc. These symbols are screened adjacent to the various pockets located all over the board. Should a ball go into a Liberty pocket, for example, all Liberty symbols immediately become illuminated on the backboard. The same applies to other symbols as the balls drop into various playfield pockets. As Fred McClellan, President of Pacific says: "This Broadway game would be a powerful money-maker in novelty game territory by the very manner alone in which points of award are made and posted in full view on the lite-up board. But, in addition to this, we've incorporated the principle of passing balls over a skill-switch at the top of the board, which automatically kicks balls from one pocket to another of higher denomination. Very often two balls will advance at the same time, pass up occupied pockets, and then come to rest in a pocket that will practically assure the player of obtaining an award." Early samples of Pamco Broadway are said to have been viewed by Joe Fishman of Fishman-Schleisinger Distributing Company of New York City, and to have met with enthusiastic approval. Fishman, as well as numerous others who've seen the game on test locations, are quoted as prophesying a blaze of popularity for the new Broadway novelty game.

"Tiny Atlantic Baby Fish Grows to 1500-Pounder." If that happened in a day, it's the one our angler friend said he caught.

"Has your husband any clothing he'd like to get rid of?" asked the tramp.

Whereupon the housewife exclaimed, "Yes, but the prison authorities make him keep right on wearing them."

Archibald: Pop, I just swallowed a worm.

Excited Pop: Take a drink of water right away—and wash it down.

Archibald: Nix, let him walk!

THERE IS A NEW
Buckley
AUTOMATIC
PAY-OUT TABLE
NOW!

See Pages 1 and 2

BALLY'S EAGLE EYE

PHOTO-ELECTRIC
RIFLE RANGE

Triple Ducks
MEAN **TRIPLE "BUCKS"**

EVERYBODY'S NICKELS go into BALLY'S EAGLE EYE! The amateur invests in a few minutes of exciting fun. The average player gets ambitious to improve his marksmanship. The veteran huntsman finds BALLY'S EAGLE EYE as tempting a challenge as a flock of ducks on the wing!

Only BALLY'S EAGLE EYE has this popular appeal . . . because only BALLY'S EAGLE EYE has the tantalizing TRIPLE DUCK TARGET.

HERE'S WHY YOU GET BIGGER PLAY, LONGER LIFE

Deposit your coin . . . and see, not a lonely duck, but a flock of THREE . . . winging their way over wonderfully realistic scenery. Hit the first duck . . . down he drops . . . exposing the second duck to your "bullet" of light. Now hit number two . . . and he falls. . . giving you a crack at number three!

Players never get "too good" to enjoy the machine. The minute they bring their average up to 1 duck out of 3, they get ambitious to bag 2 out of 3 . . . and then they keep banging away to make 3 out of 3 . . . and that takes real "eagle eye" skill.

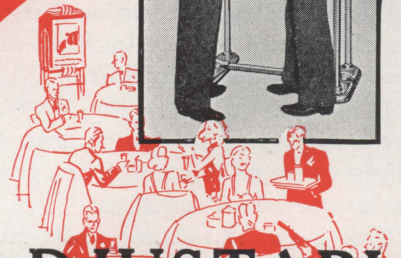
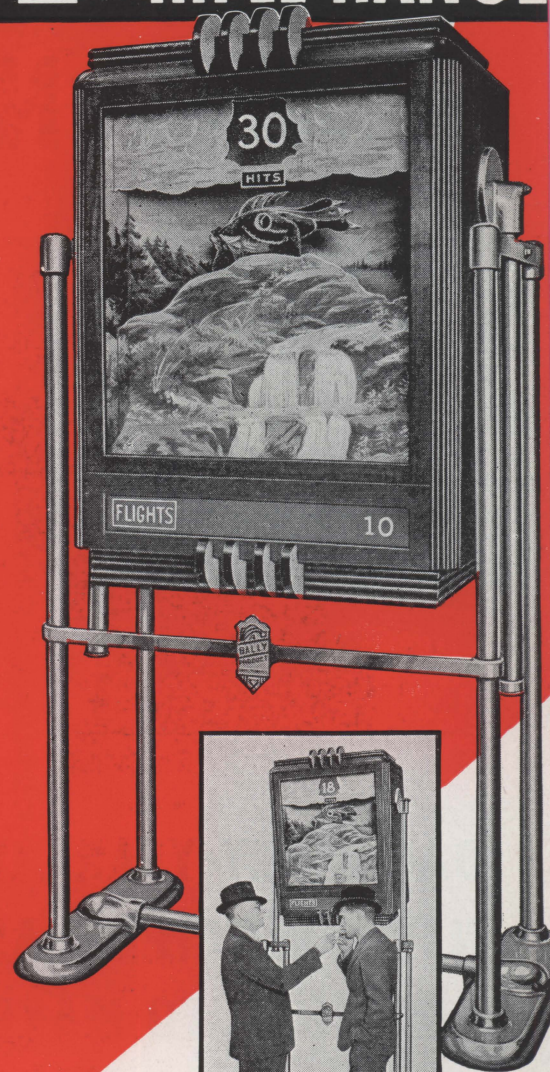
ONLY ONE PHOTO-CELL AUTOMATIC SELF-ADJUSTING AMPLIFIER

CANNOT BE FLASH-LIGHT CHEATED

GUARANTEED TROUBLE-PROOF

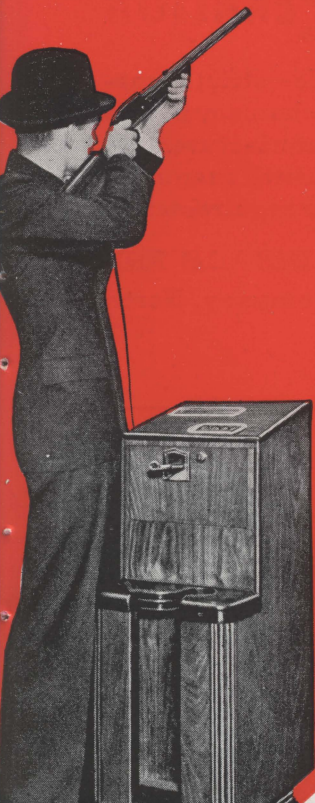
Before investing in any target game, get all the facts about the clever TRIPLE DUCK TARGET. You'll be convinced that BALLY'S EAGLE EYE will LAST LONGER ON LOCATION and MAKE MORE MONEY FOR YOU!

WRITE FOR PRICES
AND COMPLETE DETAILS TODAY



ADJUSTABLE

BALLY'S EAGLE EYE "fits into the picture" anywhere, does not interfere with tables, bars, booths, etc. Does not require shifting furniture about. Simply raise easily adjustable stand . . . and players shoot over other patrons' heads. Adjustable from 6 ft. 2 in., up to 8 ft. 2 in., floor space only 25 in. by 41 in. ALSO AVAILABLE IN BEAUTIFUL CONSOLE MODEL.



BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

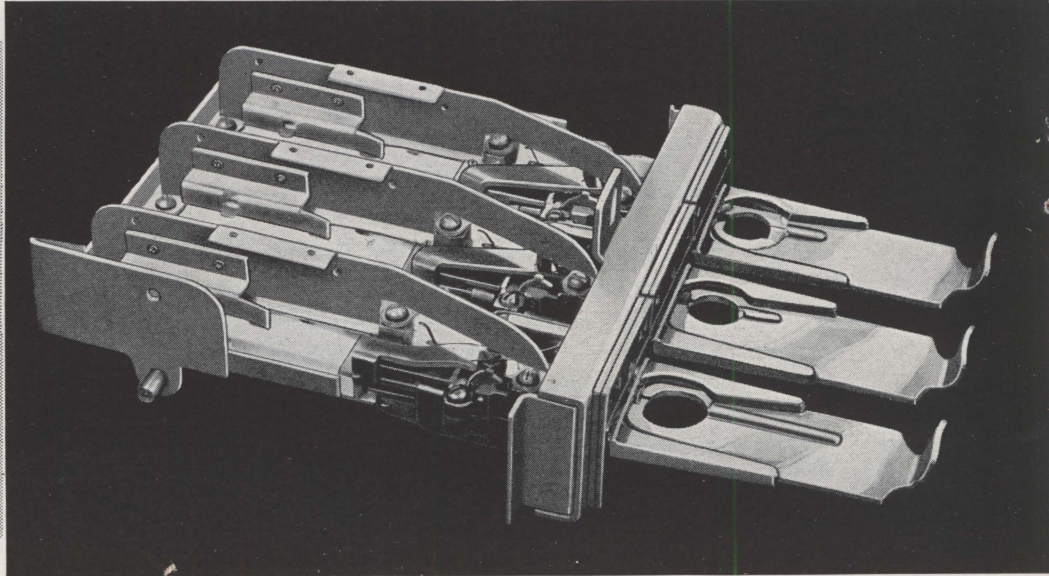
John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.

WURLITZER PERFECTS SENSATIONAL NEW SLUG REJECTOR

**OFFERS IT TO
MANUFACTURERS
OF ALL KINDS OF
COIN OPERATED
DEVICES**



**BACKED BY YEARS OF INTENSIVE EFFORT, BASED ON ENTIRELY
NEW PRINCIPLE, AS NEAR 100% AS IT IS COMMERCIALY
PRACTICAL TO MAKE IT. STRICTLY MECHANICAL IN OPERATION**

Coin machine manufacturers know that the coin mechanisms with which their games and devices are equipped are fundamental to operators' profits.

It is no wonder, then, that alert manufacturers are seeking coin equipment that is better—that offers more protection from the slug evil—that protects operators' profits.

The new Wurlitzer coin mechanism and slug rejector, developed after years of intensive effort,

embodies an entirely new principle—strictly mechanical in its operation. This mechanism is now available to other coin machine manufacturers.

Our engineers will gladly counsel with manufacturers on adapting this unit to their requirements.

**WRITE, WIRE OR PHONE FOR DETAILS AND
PRICES, The Rudolph Wurlitzer Company, North
Tonawanda, New York.**

FEATURES OF WURLITZER'S NEW SLUG REJECTOR

- 1** Strictly mechanical in its operation.
- 2** As near 100% as it is commercially practical to make it.
- 3** Maximum effectiveness in rejecting known types of slugs.
- 4** Is unaffected by dirt or grease.
- 5** Requires absolutely no adjustments whatsoever.
- 6** Requires little space for installation.
- 7** Available in 5¢, 10¢ and 25¢ units or in any combination of these three denominations.
- 8** Easy to install and easy to service.
- 9** Uses a type of slide to which the public is accustomed.

★

"Get Back In The Money!"



MYSTERY SILENT SIDE VENDER

The most popular of all coin machines, affectionately called "Mills Blue Front" by operators. This great machine with its brilliant colored, heraldic designed front has won the heart of the public everywhere. Comes in Mystery payout only. Has covered Reserve Jackpot. Can be had in Bell or Vender model. Made for 5c, 10c, and 25c play. With or without Gold Award.

★

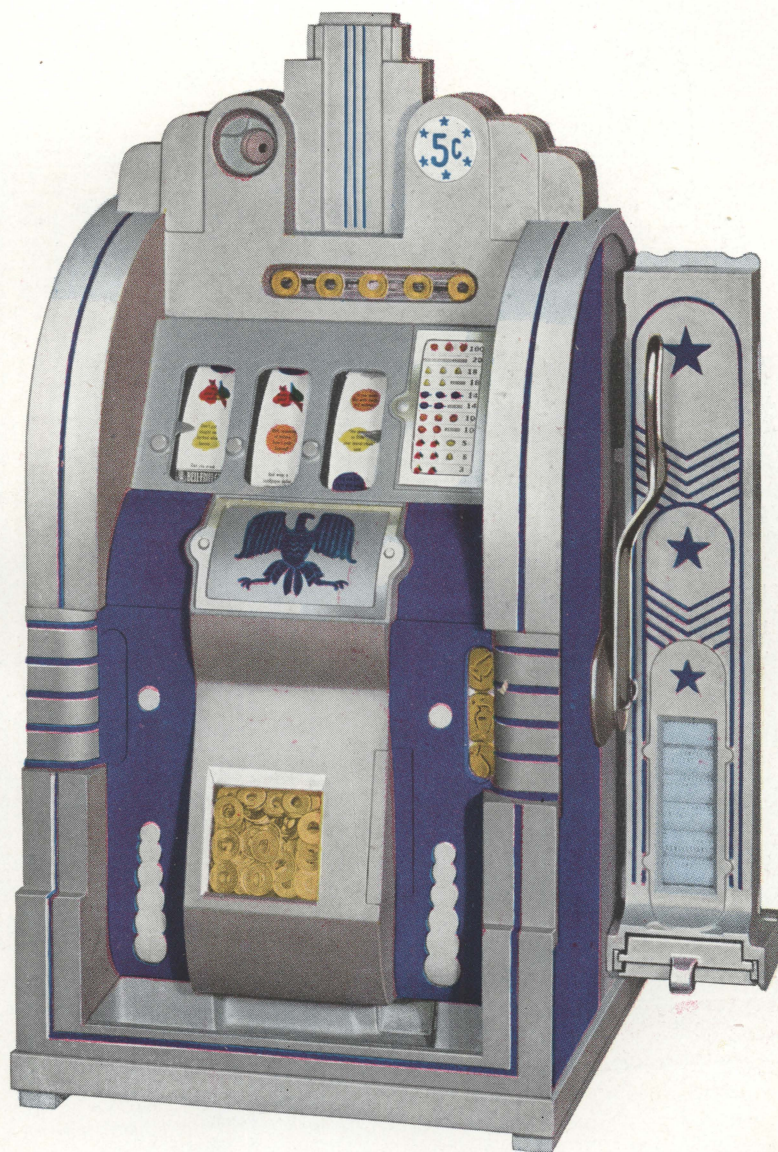


NEW Q.T. JACKPOT VENDER

A small sized copy of the regular large coin machine. Ideal where space is a consideration, as it covers only one square foot of counter space. Double Jackpots dominate front of machine, inviting heavy play. Works like a fine watch; smooth, quiet with a fast automatic payout. Pays out as fast as the kick of a rifle. Can be had in Bell or Vender style. 1c, 5c, and 10c play.

★

"Get Back In The Money!"



EXTRAORDINARY SILENT GOLDEN SIDE VENDER

A de luxe style machine, ideal for clubs, or high class locations. Carries a very up-to-the-minute design that exemplifies the modern trend! Made in Mystery or Regular payout. Bell or Vender style. Can be had with or without the Gold Award. Made in 5c, 10c, and 25c play. Famous Mills Silent mechanism for all operators who like to handle trouble-proof equipment.

★

★

"Get Back In The Money!"



SILENT SIDE VENDER

The famous "Yellow Front." This machine carries the brilliant War Eagle design and its colors fairly scream for attention. Made in Regular Jackpot only. Available in Bell or Vender model. This machine has been the "longest run" of our Silent line and many operators today still claim it to be the fastest money-maker of all. "Yellow Front" is made in 5c, 10c, and 25c play.

PRODUCTS OF MILLS NOVELTY COMPANY, 4100 FULLERTON AVENUE, CHICAGO, ILL.

Send for Free Book "Latest Designs" — Four Color Brochure
of Mills Famous "Long Run" Coin Machines.

★

Pacific Coast News

CONDUCTED BY
ARTHUR L. DAHL

San Francisco Music Operators Association, No. Div. In Active Campaign

San Francisco Music Operators Association, Northern Division, organized several months ago and which dropped almost immediately into inactivity, has been revived under new leadership and is developing into a healthy and lusty infant. Today the association is composed of operators owning or controlling over 800 machines, or approximately 75 per cent of those in San Francisco.

At a recent meeting, Percy Oreck, one of the leading San Francisco operators, was elected President of the association, with Ted Newman, of Western Theatrical Equipment Company as first vice president and Burl Epstein as second vice-president. Allan M. Edwards was elected secretary and treasurer and will devote his entire time to the work. Offices have been opened in the Golden Gate Theatre building, from which the campaign to enlarge the membership will be conducted. It is expected to enroll practically all of the principal operators in the Bay district, and later on the work will be carried to other northern California districts.

The objects of the San Francisco Music Operators Association are:

1. To foster good will, harmonious action and the respect of each other's rights amongst members of the trade;

2. To cooperate in the promotion of the automatic phonograph industry, the greater use of automatic phonographs and the stimulation of public interest in automatic service;

3. To lend its influence to the enactment of laws against the misuse of American legal tender coins, and to oppose harmful legislation and taxes.

Maritime Strike Slows Up Business

What would otherwise be one of the best years for distributors and operators, is being marred by the continued maritime strike that has paralyzed business on the Pacific Coast for almost two months. This is especially true of export shipments to Hawaii, the Orient and Australia.

The Jack Moore branch at San Francisco has a large consignment of machines awaiting transportation to Australia, including replacement parts which business is being actively sought by Japanese dealers. Art Brant, of the Moore organization, spent four months in the Antipodes creating a demand for American goods, and it is feared much of this will be lost if the strike continues much longer.

Moore Branch Managers to Attend Convention

Headed by Jack Moore, the following branch managers of his organization will fly to the coming convention: Herman Levin, of Spokane; Al Gustafson, of Seattle; Lloyd Sutton, of Los Angeles; Art Brandt, of San Francisco, and Ralph Bént, supervising field service.

"Good Ship Lollypop"

Shirley Temple will have to look to her laurels when the "Good Ship Lollypop" invades Southern California. This trailer de luxe, recently christened with appropriate ceremonies by Mrs. Jack Moore at Portland, is fitted out as a traveling showroom containing, amongst other equipment, two Seeburg Symphonolas. Its appearance en route to San Francisco evoked the liveliest interest and during its stay in the Bay City, the "Good Ship Lollypop" was constantly surrounded by admiring throngs. From San Francisco the trailer moves to Los Angeles.

Wedding Bells For Herman Levin

Portland, the Rose City, also develops beautiful women, as Herman Levin, the popular manager of the Jack Moore branch at Spokane, will tell you. On November 28, Herman was joined in holy wedlock to Miss Georgia Davidson, of Portland. After the honeymoon the happy couple will make their home in Spokane.

G. H. Leathurby Stocking Up for 1937

G. H. Leathurby, pioneer music dealer of Golden Gate Avenue, is putting on a special campaign to clean out all his old stock by the

first of the year, which will be replaced by 100 new pieces of musical merchandise.

Mr. Leathurby is another San Franciscan who will attend the national convention, and he is taking an active interest in the development of the San Francisco Music Operators Association.

Golden Gate Novelty Company to Add New Line

Mrs. F. Church, of the Golden Gate Novelty Company, has added the "Pamco's Marksman" or Flying Duck electric ray target machines manufactured by the Pacific Amusement Company, and is averaging ten sales a day of the new machines.

Jack Keeney Visits the Coast

Jack Keeney flew into San Francisco from Portland, where he was the guest of Jack Moore. During the five days he spent in the Bay City he was kept busy checking the numerous merchandise deals put over for his company by the Moore branch here, but he took time out to enjoy the famous hospitality of the "City that Knows How," under guidance of Art Brant. Before returning to his Chicago headquarters, Jack will spend a few days in Los Angeles. So great is the interest shown on the Coast for the new Keeney shooting game, that machines are being sent to the various Moore branches by express.

Art Brant, San Francisco manager for Jack Moore, expects to receive the first shipment of Seeburg's new phonograph on December 26, and from the advance showing he participated in at the factory, he predicts it will be a knock out.

Jack Moore has been appointed distributor for the Electrical Products Company, and complete stocks will be carried at all branches.

News Notes

Tena M. Carrigan has purchased the vending machine business located at 14th and Castro streets, Oakland.

Frank Duford, dealer in amuse-

(Continued on Page 78)

NASHVILLE PARTY



The Andrew Jackson Hotel in Nashville saw a night it will long remember when Wurlitzer's traveling executives headed by Homer Capehart entertained 150 Nashville, Tenn., operators and their families with true Southern hospitality. A prolonged program of entertainment, interspersed with talks by Wurlitzer "biggies" kept things humming into the wee hours of the morning—sent the Nashville area operators home confident that the biggest year in their history is coming up!



(Left)

Louis Buckley of Nashville has a cozy corner conference with Capehart that is bound to do both some good in the big months to come.

H. N. Jones, Nashville operator, catches Homer Capehart in a reminiscent mood—hears some interesting history of the phenomenal rise in Simplex popularity during the past few years.

(Below)



(Below Left)

The crowd pours into the Andrew Jackson Hotel confident of a merry time and a meaty talk by Capehart. They got both in generous measure.

Everybody wants to play Skee Ball — which is just the reason why Nashville area operators are cleaning up plenty!

(Below Right)



HUGE SUCCESS



(Above)

Left to right: Operators Smith of Jackson, Tenn.; Fetch of Atlanta, Ga.; and Smith of Nashville get together with three other boys and compare notes. Come to find out—they are all doing great guns with Simplex.



(Above)

Center, Mr. Saunders and right, Mr. Glasgow of Nashville's G. & S. Amusement Company, promise Wurlitzer's District Manager Mendez and Homer Capehart they'll crash all records in 1937.

(Circle at Left)

Mrs. H. N. Jones, Sutton Hill Road, Nashville, wins the studio piano — lets Homer Capehart hold her hand a moment as he presents the award. The lucky winner is the wife of a very successful Nashville operator.



(Circle at Right)

Mr. Winton Brown, Wurlitzer operator of McMinnville, Tenn., wins the Wurlitzer Skee Ball given by District Manager A. M. Mendez. Homer Capehart makes the presentation.



(Below)

Homer Capehart poses with a pair of Nashville beauties.



(Below)

H. G. Johnson of the Automatic Amusement Vending Co., Lafayette, Tenn., tells Homer Capehart he expects the biggest year in his history—all of which listens well to Homer.



BALLY RECEIVES INDIAN CURIOS

Indian relics of all kinds—from totem-poles to tom-toms—are coming in daily from operators and distributors eager to boost the newly organized Tribe of O'Toole Indians, according to Jim Buckley (Chief Gin-Buck-Too), general sales manager of the Bally Manufacturing Company and Chief Medicine Man of the O'Tooles.

"I want to take this occasion," Jim stated, "to thank all our friends who have donated these Indian curios. They will all be prominently displayed in the O'Toole Room at the

Bally plant, and the donors will receive special ceremonial honors when they visit the Grand Wigwam."

GAME PLAYED WITH 1, 2, 3, 4 OR 5 BALLS

A simple adjustment device by which the game may be set for 1, 2, 3, 4, or 5 ball play is a new added feature of the "Bumper" novelty game, according to an announcement just released by the makers, Bally Manufacturing Company.

"Due to the enthusiastic reception accorded the machine," said Ray Moloney, Bally's president, "we have decided to throw in this extra feature, so that operators may make the game as fast as they wish. The change can be made in less than three minutes, and complete sets of award cards for each type of play will be furnished with each machine."

"Bumper" has created considerable comment as the pinless, pocketless "pin-game" due to the fact that scoring is accomplished entirely by heavy steel balls bumping into over-size coil springs. Whether played with one or five balls, this play principle is said to be unusually fast.

VENDOR CANDY USES COLOR APPEAL TO BOOST

Bulk vending machine operators will do well to investigate the complete line of confections and candy coated nuts offered by Candy Crafters, Inc., of Lansdowne, Pa.

For many years Candy Crafters have served the vending machine industry, and they are thoroughly familiar with the peculiar requirements of this field. Their goods are especially made for vending machines. They do not grow sticky, stale, or faded in appearance. Uniformity of shape and size assures perfect operation in automatic vendors of all types.

The complete Candy Crafters, line includes a wide variety of products having splendid qualities of flavor and purity. Attractive color effects possess unusual eye appeal, materially stimulating patronage and repeat trade.

Free samples, prices and full details will be gladly furnished to operators, without cost or obligation. Address your inquiry to Candy Crafters, Inc., Lansdowne, Pa., mentioning that you read of their offer in AUTOMATIC WORLD.

Better than a PUNCH-BOARD!

O.K. GUM VENDOR

VENDS GUM WITH NUMBERS
INSERTED READING FROM 1
TO 1200. Capacity: 1200 BALLS

TAKES IN \$60.00.
PAYS OUT \$30.00 IN
TRADE AWARDS.

PRICE ONLY \$15

For One O. K. GUM VENDOR
WITH 1200 BALLS of Num-
bered Gum FREE.....
WRITE FOR QUANTITY PRICES

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN-N.Y.

STOP

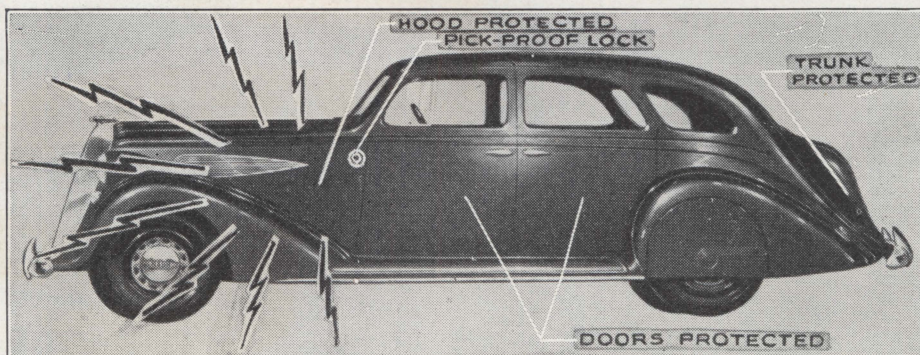
ATTENTION! COIN MACHINE OPERATORS

FOR RELIABLE—DEPENDABLE—INEXPENSIVE PROTECTION
INSTALL THE AUTO-MATIC SIREN ALARM SYSTEM
ON YOUR AUTOMOBILES AND TRUCKS

THEIVES

For
Safety
of Your
Equipment

For
Protection
of Your
Vehicles



For
Security
of Your
Collections

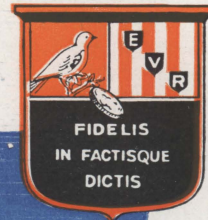
For
Defense
Against
Thievery

While you are organizing a profitable industry, thieves and highway men are lurking on every corner to hi-jack your equipment and hold up your representatives.

The Auto-Matic Alarm System has been developed for your protection. When in Chicago for the convention call or visit our factory for a demonstration.

Automatic Alarm System

1344 SOUTH MICHIGAN AVE.
CHICAGO, ILLINOIS
Phone: Calumet 4633



The advent of another Show reminds us all that another mile post has been passed with a new horizon to come! Each year at show-time our organization feels the duty of thanking the many manufacturers, distributors and operators for the important part each has played in an ever growing and aggressive industry. With these thoughts in mind and with our best wishes for an outstanding Show, we salute you!

E. V. Ross

ORIOLE

COIN

MACHINE

CORP.

BALTIMORE
PITTSBURGH
WASHINGTON
BUFFALO

The Unusual Progress of B. D. Lazar Company



One of the most remarkable human interest stories is the history of the B. D. Lazar Company of Pittsburgh, Philadelphia, Reading and Scranton, Pennsylvania.

The ever-alert B. D. Lazar, and his illustrious, energetic brother—

aged by M. S. Carpin, a man full of personality, pep, and vigor, who always tries to be "on top." The word "failure" was never in his vocabulary.

Less than six months ago, "J. D." personally took over the large new

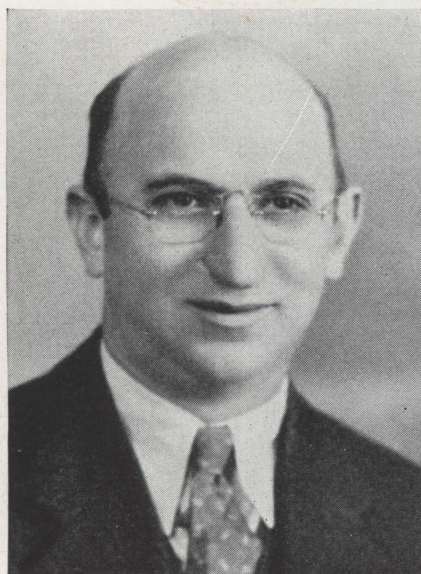
Display Rooms and Offices at 620 Spring Garden street in Philadelphia, Pa., and, in that short space of time, the B. D. Lazar Company has certainly made wonderful strides in the city of Philadelphia.

At the present time, there is probably no other Distributor in the United States so thoroughly concentrating on territory as is this particular firm.

For example, they have the exclusive distribution of "Rock-Ola's new 1937 Rhythm King phonograph, the Rock-Ola Tom Mix Radio Rifle, the Rock-Ola Rock-O-Ball, and many other famous items, such as Master Novelty Vendors, as well as pin-games from such representative manufacturers as Bally, Daval, and others.

When recently interviewed in Chicago, Mr. B. D. Lazar made the following comments:

"I only hope business is as good all over the country as we are finding it in our Beloved State of Pennsylvania. Business has certainly increased in a most gratifying manner the past six months of this year, and we are looking forward to 1937



B. D. LAZAR



J. D. LAZAR

"J. D."—have long maintained their offices and Display Rooms at 1340-42-44 Forbes street, Pittsburgh, Pa. Through the persistent efforts of these boys, they not only became well-known to operators in and around Pittsburgh, but gradually their fame for excellent attention to operators spread further east into Pennsylvania.

Before long, they were compelled to open a Suite of Offices and a very attractive Display Room in Scranton, Pennsylvania, at 136 Franklin Avenue, and it was only a few short months until this office was regularly established as a large producing unit of the firm. This branch is now under the expert management of Leo F. Feldman, an energetic young fellow of Scranton, who knows every operator in that territory by his first name.

At about the same time, they found it necessary to expand their efforts and activities, whereupon they opened an office at 119 Penn Street in Reading, Pennsylvania. The office in Reading is now man-



THE B. D. LAZAR SHOW ROOM, PITTSBURGH. THIS PICTURE shows a small portion of the B. D. Lazar Company Pittsburgh office. In the picture are customers from Reading and Scranton, and even as far away as Elmira, N. Y. The day this photograph was taken 52 guests were entertained by Messrs. B. D. and J. D. Lazar, besides approximately 70 local people who had called at the Lazar offices and show room that day. The guests from out of town attended the Pitt-Notre Dame football game. It is reported that all of Lazar's guests had a wonderful time, which will always be remembered.

as being the greatest year in history, for all coin-operated business, of all types.

My brother 'J. D.' and I will be on hand at the Coin Machine Show, and we certainly hope to meet all the Pennsylvania jobbers and operators. We sincerely hope everyone from the state of Pennsylvania will make it a point to let us shake his hand during the show which incidentally, should be the greatest show ever held, for everything points in that direction.

"We have been booking a considerable amount of orders for Rock-Ola's Rhythm King and the Tom Mix Radio Rifle, but I personally predict Rock-Ola's new 1937 sensation the 1937 World Series will far exceed, in point of sales, any device that has ever been produced! It is the most human-like device I have ever seen and, although a good-sized fortune has been spent in perfecting this Rock-Ola achievement, I am certain that operators all over the country, and especially my boys in Pennsylvania, will greatly appreciate Mr. Rockola's efforts.

"The activity of the B. D. Lazar Company in the Coin Machine Show is having extensive preparations, for we hope to contact everyone who attends the show, from the state of Pennsylvania, although that is going to be a man sized job, for everyone we have met recently in all of our Pennsylvania offices has assured us that they are going to attend the show, which certainly will be a wonderful affair, beyond any shadow of a doubt."

REEL RACES STILL POPULAR

Progress must be served, changes constantly take place, and especially in the coin machine industry the public's is always being stimulated.

Since the introduction of Reel Races some months ago, many machines have come up over the horizon and many have disappeared. But so wise was the design of this machine, so durable its construction that today it still stands as one of the outstandingly popular counter machines.

Selling for a remarkably low price, the Reel Races has four reels and a four coin play. It is smooth in operation and absolutely reliable. Once this machine is on location, it can be depended upon to supply the utmost maximum operating time.

Another of Western's proven profit winners is Thoro-bred. In a class by itself, this deluxe race horse machine is considered to be the greatest machine ever offered to the operators of America.

One of the latest of Western's most modern developments is Center Smash, a 1-ball automatic payout football game. Colorful in its action, it has a dynamic playing appeal whose earning power ranks this machine among Western's famous array of money-makers.

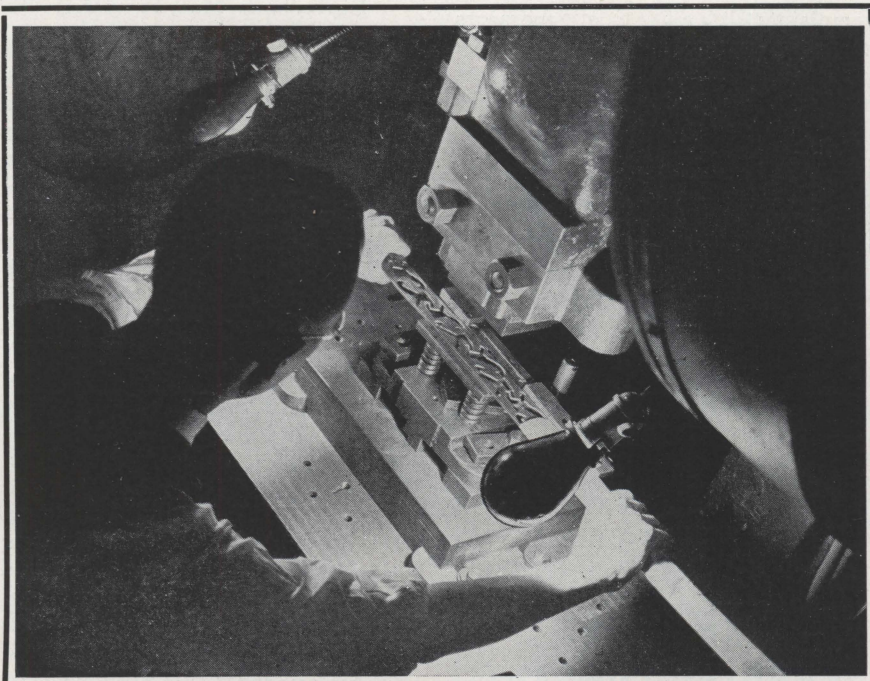
Naturally with its extensive line of fast-selling amusement creations,

the Western production department is busily engaged in filling volume orders.

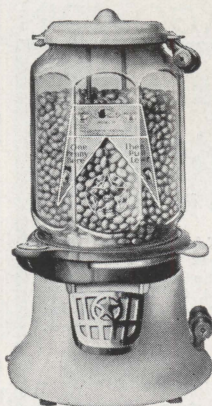
"Well, Joe, how do you like your new little sister?"

Joe: "Oh, she's all right, I guess; but there are lots of things we need worse."

New York garment makers have devised a backless shirt for men. The question then is, which is better, to be without a back to one's shirt, or a shirt to one's back?



HAND in HAND with the MARCH of PROGRESS



MODEL "M"

The Columbus Vending Company has pioneered in the installation of progressive, up-to-the-minute manufacturing methods. Skilled hands and knowing heads united with precision machinery make it possible to build in the Columbus plant the best dependable vendors known to the operator today.

Join in with thousands of successful operators of "Columbus" Vendors throughout the world. Be progressive! Install these attractive, eye-arresting, trouble-free "Co'umbus" profit makers on your route—assure yourself maximum profits at a minimum servicing time.

WRITE FOR FREE FOLDERS

DISTRIBUTED BY

F. C. EWING COMPANY

"THE OPERATORS FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster

FORT WORTH, TEXAS

PACIFIC COAST NEWS

(Continued from Page 71)

ment machines, has moved from 621 Minna street to 289 Seventh street, San Francisco.

Penny Stamp Machines Declared Legal

Capt. Thomas B. Foster, chief of the secret service bureau at San Francisco, recently announced that operators of machines which stamp replicas of the Golden Gate or the San Francisco-Oakland bay bridges on pennies, are within the law. This announcement was made following complaints that the operators charged ten cents for each penny mutilated. Captain Foster said that mutilation of American money does not specify pennies.

Proposed Drastic Slot Machine Ordinance for San Francisco.

A slot machine ordinance so dras-

tic it would prohibit a child from dropping a penny in a vending machine for a lollypop, submitted by the special charter revision committee, was under scrutiny of City Attorney O'Toole, before being submitted to the Board of Supervisors.

The proposed ordinance would license all game and vending machines at \$10 a year each, prohibit any machine paying off in cash, bar all machines from places where youths under 18 assemble, and provide fines ranging up to \$1,000. The police would issue permits, and all revenues collected would have to be expended for inspection of machines.

Burlingame Man Promoted

Jack Marpole, former manager of the Peninsula theatre at Burlingame, and one of the first to take up the new Ten-O-Win game played in theatres, has gone to New York where he will be the personal representative of the Ten-Win Amusement Company in the home office of the National Screen Corporation which has taken over the sales and distribution of the screen game.

Bradford Novelty Machine Co. to Expand

W. A. Bradford has found it necessary to expand his facilities, and to provide additional storage and display space. He has installed a new sidewalk elevator and has taken over the basement under his present store room at 536 Golden Gate avenue. The balcony in the store room will also be enlarged to further increase the display space. A full line of shooting gallery equipment will be carried in the basement.

Wynn Novelty Co. Adds New Machines

Wynn Novelty Company has taken in the distribution of Shoot-A-Lite and Chuck-A-Lette, and reports a big demand for these games.

Viking Specialty Co. Adds Several Novelties

Viking Specialty Company has added a number of new novelties to its line. These include a memo pencil with a small roll of paper in the side, which can be torn off to make notes. Additional rolls of paper are sold for refills.

Also, a combined cigarette case and lighter, and a flash light which can be changed from clear to red by the flick of the button. Unlike other two-color flash lights, this has only one light globe, a red celluloid disk controlling the color desired.

Southern California News

Operators in Southern California were glad to find Mr. A. D. Osborn out of the hospital and at his office the first time in two months.

W. E. Simmons, sales manager, Rudolph Wurlitzer Company of California, attended the Wurlitzer operators party in Dallas, Texas, during the last week in November. 350 operators from Texas attended.

B. O. Teasdale, Los Angeles Skee Ball operator, is now the largest operator of Wurlitzer Skee Ball games in California.

DeLoss Osborn, Phoenix, Arizona, has placed 200 Wurlitzer Simplex phonographs in the state of Arizona in the past two months.

Some 50 Southern California operators and distributors will attend the Coin Machine Show in Chicago.

Charles Washburn, Los Angeles operator, reports business is excellent. He recently purchased over 50 Wurlitzer Skee Ball games.

When on the way to the station, a tire of Japan's emperor's motor car blew out, the chauffeur committed suicide in penitence.

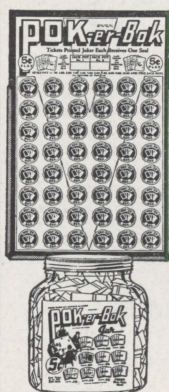
The Americans were the first white merchants to realize the possibilities of the port of Zanzibar.

There have been only two important bolts in the history of United States politics. But oh, how many unimportant nuts!

Fishermen picked up a \$5 bill 300 miles off shore, yet we complain that money doesn't go very far.

IF YOU WANT
SINCERE ADVICE
REGARDING MACHINES
AT THE SHOW
SEE
MAX AND HARRY HURVICH
"GOLD DUST TWINS"
AT THE SHERMAN HOTEL
BIRMINGHAM
VENDING COMPANY
2117 Third Ave., N. Phone 3-2327

VISIT BOOTH No. 164 at the CHICAGO COIN



"WERTS" New Poker Jar CREATION

POK-er-Bok

127 CASH PRIZES—TWO \$10 JACKPOTS

This new and flashy POKER JAR CARD DEAL is more fascinating than Poker itself. It is designed in six beautiful colors and is more attractive than any other on the market. There are 2 \$10 Jack Pots, one each of \$1, \$2, \$3, \$4, \$5, \$6, \$7, \$8, \$9 and \$10, and 36 50c winners on the Jack Pot Card besides 114 Jar Winners in every deal. It is the HOTTEST 5c game ever known.

SAMPLE DEAL ONLY \$6.50

Brings in\$102.00
Average Payout 71.72

\$30.28 Average
Less Cost PROFIT

QUICK SALES AND BIG REPEATS

Get your sample deal and special distributor or operator prices for quantity lots. We will give you a mighty attractive proposition. Write for all the facts.

WERTS NOVELTY CO., INC.

Dept. A.W.-12

MUNCIE, INDIANA

Tickets
Designed
With
FIVE CARD
POKER
HANDS

M
A
C
H
I
N
E
S
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O
W
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A
N.
1
1
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1
3
&
1
4



Now They Mean Mucha Da More—

Yep, It's a Brand New Bell by Mills

CHERRY BELL & VENDER



The new Mills Cherry Bell is a dazzling, colorful, dramatic presentation of a new kind of Bell Award—the special Cherry payout. To match the glory of this brand new idea, our designer created the flashiest, most striking appearance ever given to a Bell family machine. If you want something to KNOCK THEIR EYES OUT—stop—take a look—and see what happens to your own lamps once you gaze at this phenomenal number! You will agree it's a dazzler!

PRODUCT OF MILLS NOVELTY COMPANY



VENDER MODEL—ALSO AVAILABLE IN BELLS

The Cherries Now DELIVER

TEN

That Cherry comes up so often on the first reel—and it's so encouraging when it does appear—we decided to see what could be done about making the Cherry even more appealing. So we hit on the new Cherry award. When two Cherries and a Lemon appear, instead of getting five, as you used to, you now get ten. Likewise do you get ten when two Cherries and a bell appear! Ten instead of five! Ten is a BIG AWARD. It's a happy surprise, something worth getting, something worth shooting for! Something new!

When that single Cherry appears on the first reel—and just before the second reel stops—the player knows that TEN is possible, and consequently the good old familiar Cherry is the cause of creating a great deal more suspense and hope. Two Cherries and anything still pay three—so that the machine remains a practical machine for location and operator while giving the player more excitement, more thrills, more interest than he ever received from a Bell or Vender. Player interest shows in the cash box!

And IS IT BEAUTIFUL? A huge diamond-

like Cherry ornament dominates the front of the machine; chrome plated and with Cherry decoration brilliantly presented it catches your eye at distances of sixty to one hundred feet. The lavish use of flashy color aids in this sensational demonstration, gives the machine more eye appeal than any machine of its kind ever had before. You just can't help seeing it!

Another brand new feature is the etched plate reward card, in which the symbols are displayed in much larger size and with a great deal more flash than the printed cardboard could ever give. This metal plate holds its color and luster indefinitely. It keeps the machine new!

And don't overlook the big single jackpot which shares the spotlight with the Cherry theme and offers an irresistible playing attraction. This new machine comes in 25c, 10c and 5c models in the Bell and Vender styles. The Vender compartment is an inseparable part of the construction of the Vender machine and so designed that the machine will not operate with a coin when the compartment is empty of confections.

Here's your chance to dominate your territory with the most unusual machine of its kind. There are a definite number of select Bell and Vender locations in your territory—spots that are crying for machines as new and as good as this one. The lion's share of those locations can belong to you, if you act quickly and order now for immediate delivery.

Be the First—We Deliver

AT ONCE

MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE, CHICAGO

DIARY

DECEMBER 20th, 1936

Spent an hour last night, figuring hubby's Collection Reports. That new game of Mr. Rockola's called "GLOBE TROTTER" certainly is a "honey" —

Several other operators were over to the house, and all said the same thing.

"GLOBE TROTTER" is certainly going strong in collections. Wish Jim had more of them. I must tell him to get at least ten more for those slow producing spots.

Ho, Hum! — and so to bed. Gee! I'm sure tickled about the swell money Jim is making with the new ROCK-OLA "GLOBE TROTTER" game!

DIARY

DECEMBER 21st, 1936

Jim ran home this evening for supper. First time in weeks. But I am sure happy just the same, for his collections are coming in so big. He said "That new game of Rock-Ola's — 'GLOBE TROTTER' — is responsible for my being so busy." He said, "GLOBE TROTTER" is going over as big as 'BIG BANK NITE' — and that's saying a lot." He also said, "GLOBE TROTTER" is mechanically perfect and is giving no trouble whatsoever, but I don't care how the machine works; it is much more important how much it brings in, and 'GLOBE TROTTER' is certainly profitable. Cousin Jennie's husband is an operator, too, and I must write him to get several 'GLOBE TROTTERS' from his distributor right away.



GLOBE TROTTER

Yes, folks — "Jims" and "Jacks" and "Joes" — and all other operators — are talking about the big profits they are realizing with "GLOBE TROTTER" — ROCK-OLA'S NEW 5-BALL NOVELTY GAME! SEE IT AT THE SHOW!

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS



Headquarters

FOR ALL VISITORS TO THE
COIN MACHINE SHOW

*Simply ask for one of the Rock-Ola
Courtesy Cars to take you to and
from the Rock-Ola plant direct*



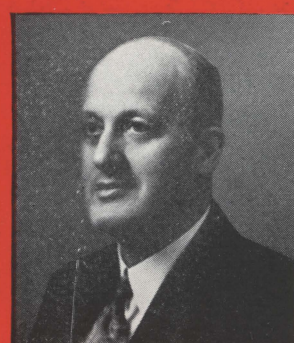
JACK NELSON
Vice-Pres. in Charge of Sales



T. LEON MAURADA
Assistant to President



I. F. WEBB
Mgr., Phonograph Division



EDWARD SPOONER
Mgr., Furniture Division



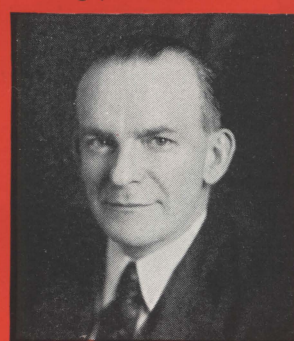
O. C. BAGGARLY
Mgr., National Park-O-Graf Corp.



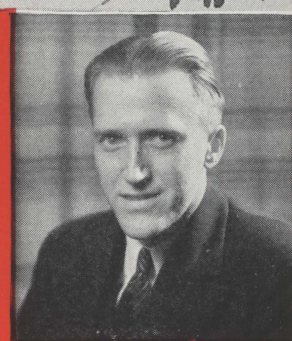
GEORGE GRAF
Gen. Production Mgr.



N. L. NELSON
Mgr., Games Division



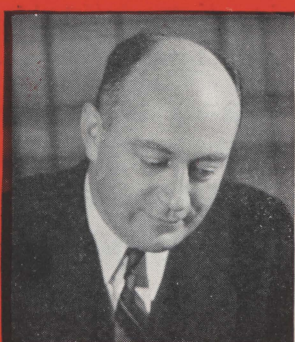
TOM HANLON
Advertising Mgr.—Sales Promotion



A. O. JENSEN
Phonograph Division



ALBERT A. SILBERMAN
Gen. Sales Mgr., Nat. Park-O-Graf Corp.



HERBERT WALKER
Comptroller & Assistant Treasurer



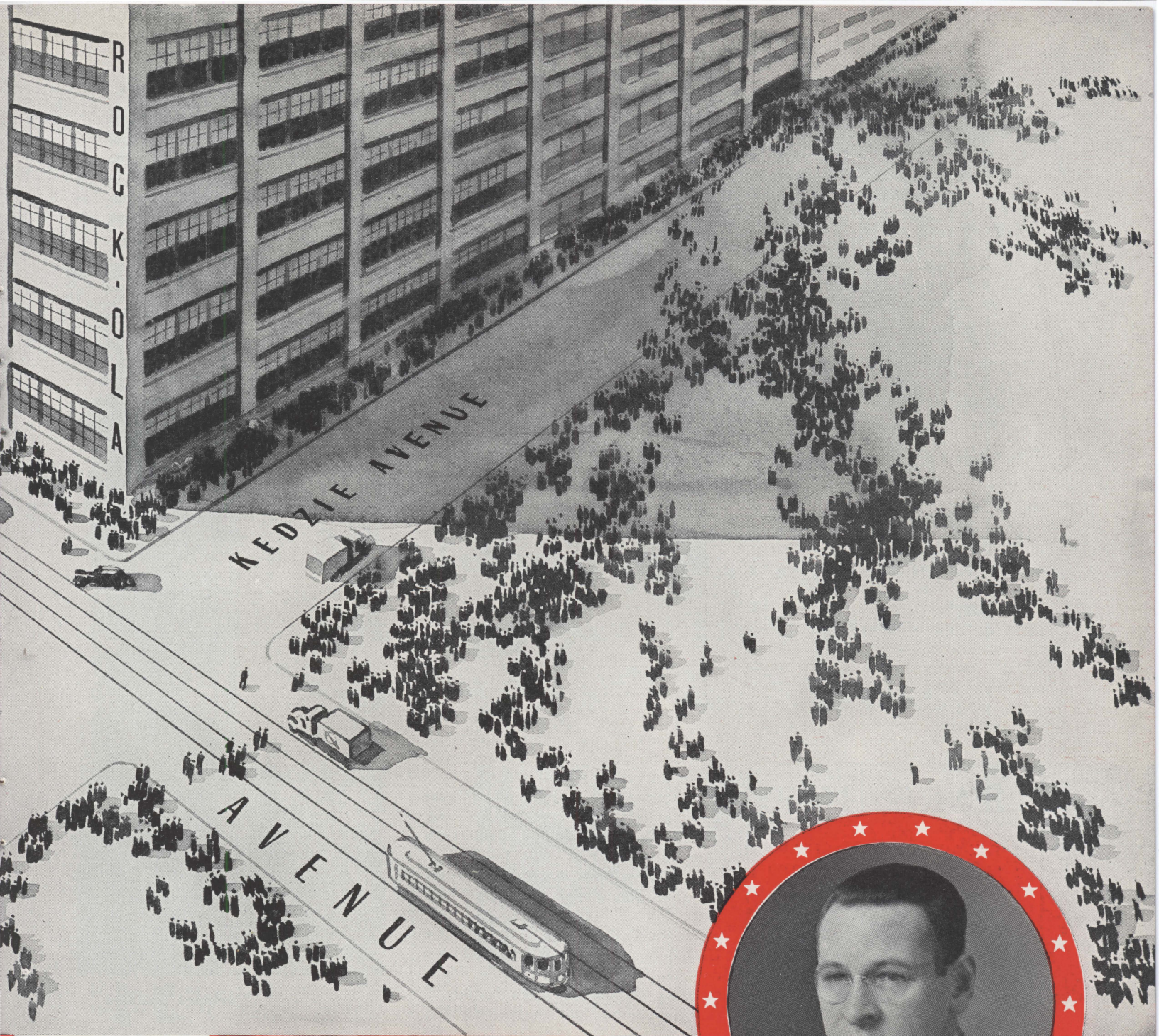
ARTHUR WEINAND
Asst. Mgr., Phonograph Division



C. R. PHILLIPS
Asst. Mgr., Games Division



C. B. BENSON
Tom Mix Radio Rifle Division



BOB DILLON
Phonograph Division



W. E. HALL
Games Division

Rock-Ola Hits
 RHYTHM KING • ROCK-O-BALL
 • • TOM MIX RADIO RIFLE • •
 TRAP SHOT • • • ONE BETTER
 BIG BANK NITE • LOBOY SCALES
 GLOBE TROTTER • • MAGIC PINS
1937 WORLD SERIES



ROCK-OLA MFG. CORP.

800 North Kedzie Ave., CHICAGO, ILL.



David C. Rockola
 PRESIDENT

Mr. David C. Rockola, President,
 says:—

"These associates of mine will be on hand to render you every courtesy at the Show. May I take this opportunity to bid you welcome and to fervently express the hope that you will enjoy the Show more than any you have ever attended."

TORR RENDERS COMPLETE SERVICE TO GUM MACHINE OPS

Now that Ball Gum Vendors, especially the type which vends numbered ball gum, is staging such a wonderful comeback, R. F. Torr, 2047 South 68th St., Philadelphia, Pennsylvania, has arranged to supply operators with the necessary merchandise at a very low cost.

The gum is available in the most popular colors, drilled and numbered 1 to 1200. It is also supplied drilled, but without numbers. Spotted and striped ball gum, prize gum, and other gum specialties are also available in a complete line.

The gum vendor operator will find R. F. Torr service complete, even to vending equipment, of which there is a complete line. This company specializes in serving the vending machine operator and is familiar with the special requirements of automatic merchandising. Shipments are made promptly from fresh new stock, with quality of product fully guaranteed.

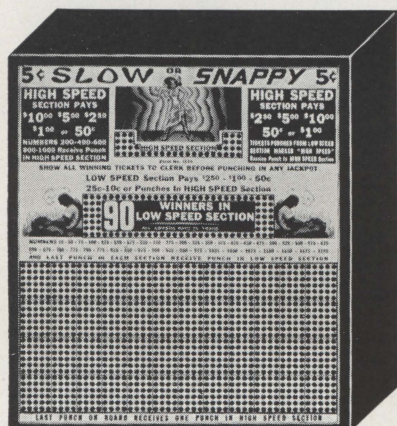
BARGAINS

- 1 Roll-A-Ball\$150.00
- 1 Skee Ball (Wurlitzer) 150.00

Terms: One-third down, balance C.O.D.
f.o.b. Brenham

SCHATZ NOVELTY CO.

Brenham, Texas



HIGH SPEED PROFIT ACTION SLOW OR SNAPPY

NO. 1224 1200 HOLES

Takes In \$60.00
Average Payout 24.33
Average Gross Profit . . . \$35.67

Price \$2.90 each
Plus 10% Tax

Price includes easels and fraud-proof tickets.

A HARLICH JUMBO BOARD

NEW LOW PRICES

ON HARLICH JUMBO BOARDS NOW IN EFFECT!
WRITE FOR PRICE LIST AND LATEST DESCRIPTIVE CIRCULAR

HARLICH MFG. CO. 1411 W. JACKSON BLVD.
CHICAGO - - - ILLINOIS

NEW ORLEANS OPS CO-OPERATE

By Julius Pace, Dixie Coin Machine Co., New Orleans, La.

Four years ago I took over the presidency of the New Orleans Coin Vending Operators Association which



at that time consisted of five members. Today the membership is sixty, and we have the best organization in the country.

The operators co-operate with me 100 per cent, and together with my untiring efforts, we go along very smoothly.

Mr. Jules Peres is presiding secretary and Mr. Frank Alessi is treasurer.

We are the only town in the United States to keep open, and we do this without any trouble whatsoever. To keep an organization of this kind going, one must use diplomacy at all times and run their bus-

iness on the level. I have no pets and treat all of the operators on an equal basis. I lay down the rules and see that they are obeyed.

I might add also that our organization here is the envy of the rest of the organizations of this kind throughout the country, and as I have been chosen for lifetime, I am going to see that it continues so.

JULIUS PACE, President.

HOMER'S NEW SADDLE HORSE

Homer E. Capehart, vice-president of the Wurlitzer organization, likes good horses. He likes them a lot. Many months ago—last March, to be exact—Mr. Capehart visited the ranch of Ed Mapes, who breeds fine horses in that beautiful country between Stockton and Modesto, Cal. There was one horse which Mr. Capehart particularly admired, a clean-limbed animal which was one of the finest cow ponies and show horses in the country.



In the rush of Wurlitzer business during the following months. Mr. Capehart forgot to mention anything about the horse to the manager in charge of his big 1400 acre farm in Davies county, Ind., so it was a distinct shock to the manager when one day a horse arrived by express, charges \$351.00.

Now, that seemed like a lot of money to pay out in express charges on one horse, until the manager was told that the horse was insured for \$2,000 and furthermore, that this was the smart show horse and cow pony which Mr. Capehart had so much admired during his visit at the Mapes ranch.

It might be added for the information of those in the coin-machine industry who do not know that Mr. Mapes is not only a big horse-breeder, stockman and cattle-feeder but he is also a big operator of Wurlitzer products in his state.

MAKE YOURSELF A GOOD BOSS

By F. H. Vogel, Pres. Columbus Vending Company

"Don't put off until tomorrow what you should do today," is an old adage but it is directly applicable to the profitable operation of vending machines. One of the difficult problems of vending machine operators is to handle or boss themselves.



F. H. Vogel

A vending machine operator is necessarily his own boss, and he must check himself to see that he is doing the work as it should be done. He is responsible to himself for the profitable operation of machines and must not be carelessly lax or tardy in the job of servicing them. The importance of properly servicing vending machines, keeping them clean, attractive, and filled with fresh merchandise can never be over-emphasized. Always remember that attractive machines attract more play. This practice is not only more profitable but it sells location owners on the advisability of supporting you.

As an aid in making proper servicing easier, it is considered an excellent plan to organize your routes systematically. Lay out a scheme for each day's work, then make yourself follow it religiously. Arrange the day's work to cover a certain territory and make a periodically thorough coverage of this planned route as often as it is considered necessary and at regular intervals. Inspect each machine carefully as to merchandise, working order, and appearance. This will help make a larger

profit and to do a better job easier.

As soon as you get into the swing of things on a prearranged plan, you will be surprised to discover how much spare time can be found which may be devoted to securing new locations or however you may see fit.

Many operator's profits have dwindled because they did not make good bosses for themselves. A man may be a hard worker and get along fine working for somebody else but when he is on his own hook and is his own boss, he fails. Guard against the temptation of putting things off to some later time.

Remember that to receive the most efficient results from your work, the plan you devise must be followed each and every day according to schedule. Follow that trite old adage "Don't put off until tomorrow what you should do today" and your systematized plan will help you surprisingly and profitably.

For a time, when the Free State defied the Irish Republicans, it began to look as though they'd get some use out of all those sweepstakes hospitals.

Announcing



THE NEW
BI-MOR
Merchandise
Vendor

DOUBLE SELECTION, SALES & PROFITS

As new as the New Year—this sensational new twin-type Vending Machine just introduced, the "Columbus" Model "32" BI-MOR Merchandise Vendor.

This new BI-MOR is the last word in ultra-smart, modern multiple-type vendors offering the operator many exceptional advantages—double selection for double profits; individual glass globes that are easy to keep sparkling clean, display the merchandise in the most tempting manner, and one can be serviced without disturbing the other; wide selection of mechanism combinations make possible vending of many types of merchandise; no losing columns; low upkeep cost, dependable construction; attractive light green porcelain base; and many others.

The BI-MOR will earn more profits for you—attract more customers with TWICE the merchandise selection. Install these sensational machines on your route now—the machine that meets every operating requirement.

WRITE FOR FREE DESCRIPTIVE FOLDER

DISTRIBUTED BY

VIKING SPECIALTY CO.

530 Golden Gate Avenue

San Francisco, Cal.

THE APPLES

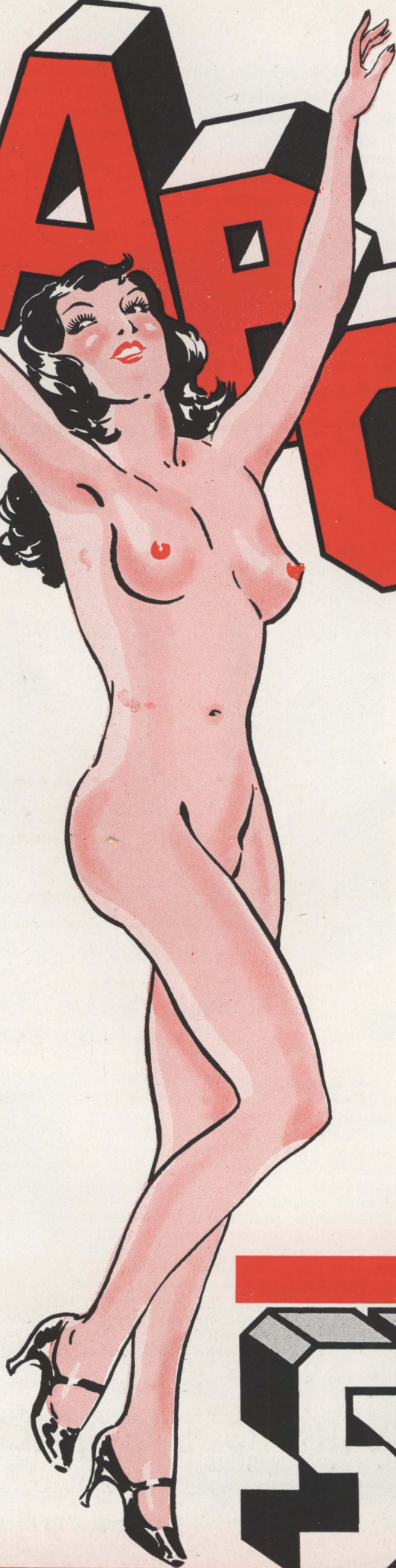
of the

S

S stands for Stamina
"Stay in there and fight
You find it in a pin game
That keeps going day
and night.
It draws the play for
months on end
And often years clear
through
Another word for Stamina
Is just "Stoner"—to
you!

T

T stands for "Take," and
that
Is what we all desire,
And when it's "low" we
want it high
And then we want it
"higher."
Now here's where Stoner
games come in
To aid the operator,
They keep the "take" from
getting thin
You'll need them, soon
or later.



STON

COIN MACHINE INDUSTRY

O

O is for Operator
And he's Boss of the
show
We build our games to
please him
For he is "In the Know."
"Continued Play" is what
he wants
And power to draw
the monies
So Stoner games are built
for this,
Ops say that they are
"honies."

N

N is for Nickels,
The little round coins
That makes the Ops so
prosperous
And fat about the loins.
About them every man
agrees
Throughout the entire
Nation
If you would rake them in
with ease
Put Stoner's on location.

E

E for Entertainment stands
Drop a coin and see
The horses run, a football
game
Or air races maybe.
For what the "public dear"
enjoys,
The "public" gladly
pays
And that is why a Stoner
game
Brings Ops such "happy
days."

R

R is for Repeating
Which is the kind of
play
That Stoner games are
getting
On location every day.
So buy a Stoner game, and
then
Buy two or three more,
And build yourself a big
surprise
A higher profit score.



ER

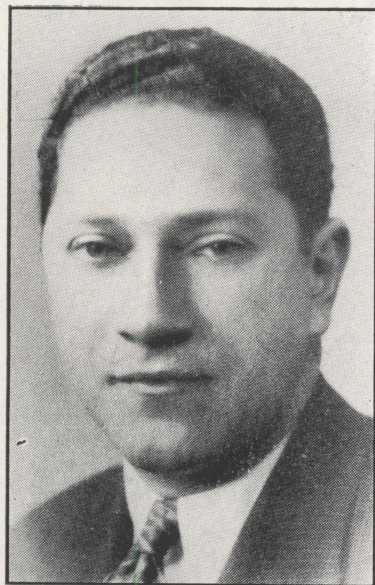
CORPORATION

Aurora, Illinois

Let's Look at the Record

By Charles Fleischmann,
Baltimore Salesbook Co.

The usual bright forecasts for the New Year will be made by various prominent representatives of the industry and frankly, this is one time when we can all look ahead with confidence. Nineteen thirty-six has certainly been kind to the Coin Machine, and the average operator would do well to pause for a moment and think how he can take advantage



Charles Fleischmann

of the remarkable progress made. Decisions of the future are usually made by analyzing the past, so let's look at the record of the past year.

I can report a tremendous increase of the use of Collection Books which I have marketed for my Company. New books for different types of equipment have been created. Our experience and service have been improved as we became more familiar with the operator's needs. I would like to enumerate some of the more important reasons for the increased demand.

1. Quite a number of small operators, who believed they could place a small number of machines on locations and have an additional easy income without keeping records have learned that operating coin machines is a business, in itself. They had to decide either to quit their regular positions, or devote their entire time to operating.

2. The tremendous popularity

and large increased sales of more expensive machines prove the confidence that the ministry has in its future. This confidence is immediately reflected by the operator as he must make a large investment and to protect this investment he must systematize his business.

3. So-called "legal equipment" has been manufactured more abundantly. Phonograph, skee-ball games, electric rifles, and other skilled type games have been enthusiastically received by the public. The operators cannot afford to leave this kind of equipment in unprofitable locations and therefore use our books to compare income from the same machine in different locations.

4. Due to various taxes imposed by legislation operators find it necessary to keep records of their earnings.

5. A greater number of operators are investing in a variety of equipment. Stabilization of earnings is assured, even though some machines are not as profitable to operate as others. Collection Books are certainly necessary to analyze earnings and have a complete record.

6. The average operator of today is more familiar with the intricacies of the business. There are fewer "green" operators so that any new ideas which tend toward improvement are quickly assimilated. Our record books were no doubt aided by this condition.

7. Manufacturers, jobbers, associations, and trade magazines, have all sponsored the more general use of business tactics to win over PUBLIC ACCEPTANCE OF THE COIN

MACHINE BUSINESS. The growing strength of associations has been reflected in a noticeable reduction of legislative resistance. The use of records is one of the necessities of ordinary business practice.

8. The practice of giving locations a receipt of each collection builds confidence, avoids disputes and is more businesslike.

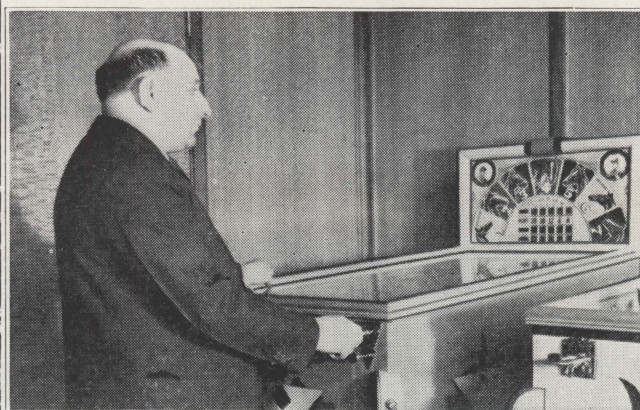
In the year just passed, we have definitely witnessed a sustained recovery. Every business index has pointed toward improvement. The trend in business is working toward higher wages and shorter hours, so that coin machines will undoubtedly benefit from all these improvements. The public, especially the younger generation, have become familiar with the use of coin machines and do not hesitate to use them. Because of this fact new fields of operating are being exploited. Manufacturers of items not ordinarily sold through coin machines, are beginning to take advantage of this new successful method of merchandising their products. A great deal of new blood, that is additional operators with additional capital, have been attracted to this industry which has hastened its growth and will aid in its development.

The Kid: "Pop, how soon will I be old enough to do as I please?"

The Old Man: "I don't know. Nobody has ever lived that long yet."

Still, the constitutional right to the pursuit of happiness does not give one authority to do it at the rate of 85 miles an hour.

At the slightest sign of danger the hedgehog rolls himself up in a compact ball, covered by its armor of quills.



JOHNNY SANTO OF COINOMATIC SALES & SERVICE Co., Wheeling, snapped while playing "Preakness" during recent visit to Bally Manufacturing Company.

AGAIN

A woman with dark, wavy hair is smiling and looking towards the camera. She is wearing a purple sleeveless top with a lace collar, a matching purple skirt, and a purple hat. She is holding a large, draped curtain that is dark purple and red. The background is dark and textured.

WURLITZER SIMPLEX

WURLITZER SIMPLEX

Headed by the famous
MODEL 412

*The biggest selling
instrument in
history*

Leads
in

**AUTOMATIC
PHONOGRAPHS**

Full Range Reproduction



CROWDS EVERYWHERE MARVEL AT ITS LIFE-LIKE REALISM

● Hailed by sound engineers — marvelled at by famous musicians — greeted as the greatest instrument of its kind ever produced — that's Wurlitzer-Simplex. Truly the most amazing advancement in fidelity of reproduction — the highest triumph in clear, accurate, undistorted tone ever developed in the field of automatic music.

Its full range reproduction brings out the full tone range of every instrument in the orchestra. There is no blurring — no fading — no dropping out. Tone is smooth — full — rounded, life-like in its realism. The powerful speaker and amplifier gives the Wurlitzer-Simplex Automatic Phonograph increased tone clarity at the customary high volume.

Hear it — see it — play it — you'll agree it's the most astounding money maker in the whole realm of automatic music!

The Famous **WURLITZER MULTI-SELECTOR**

The famous WURLITZER MULTI-SELECTOR (Reg. U. S. Pat. Off.), beautifully designed and illuminated, enables patrons to select from one to twelve records at a time. It is also available for sixteen records.

In addition to the general illumination of the Multi-Selector, as each button is pressed it glows with added brilliancy to designate the selection to be played. Moreover, each record tray is plainly numbered to correspond with Multi-Selector buttons.



WURLITZER - SIMPLEX

Automatic Phonograph

● In order to meet the preference of those operators who want a sixteen record phonograph, Wurlitzer-Simplex Automatic Phonographs are now available in both twelve and sixteen record models.

Models 412 and 312 are the same outstanding popular designs, both in appearance and mechanism, that are making phonograph history. These same cabinets with a different lighting effect and other refinements and improvements are also available for sixteen records at a slight additional cost.

Two modernistic cabinets have been added to the line so that you can offer such locations a better selection than your competitors. Inasmuch as owners of modernistic locations want something different than similar places in the immediate neighborhood, these modernistic models enable you to get a majority of such locations.

Thus, based on Wurlitzer's policy of never obsoleting operators' equipment, Wurlitzer's line of Automatic Phonographs enables opera-

tors to handle every type of location — to meet every competitive situation.

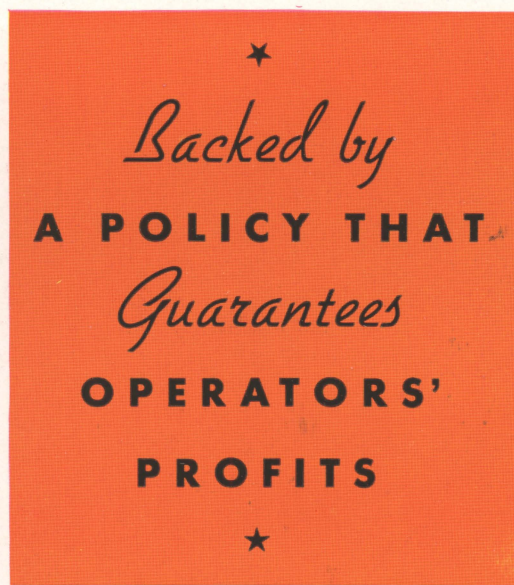
Mechanically and electrically, all models are essentially the same. Mechanical and electrical parts throughout have been simplified and refined to reduce servicing and improve performance.

All models are equipped with a practical, highly efficient slug rejector—based on an entirely new principle—a slug rejector that is as near 100% as it is commercially possible to make it.

A play meter is also standard equipment. By enabling you to weed out the duds, this

play meter will enable you to step up the play appeal of Wurlitzer-Simplex phonographs and thereby increase your profits. It can also be purchased for your present models.

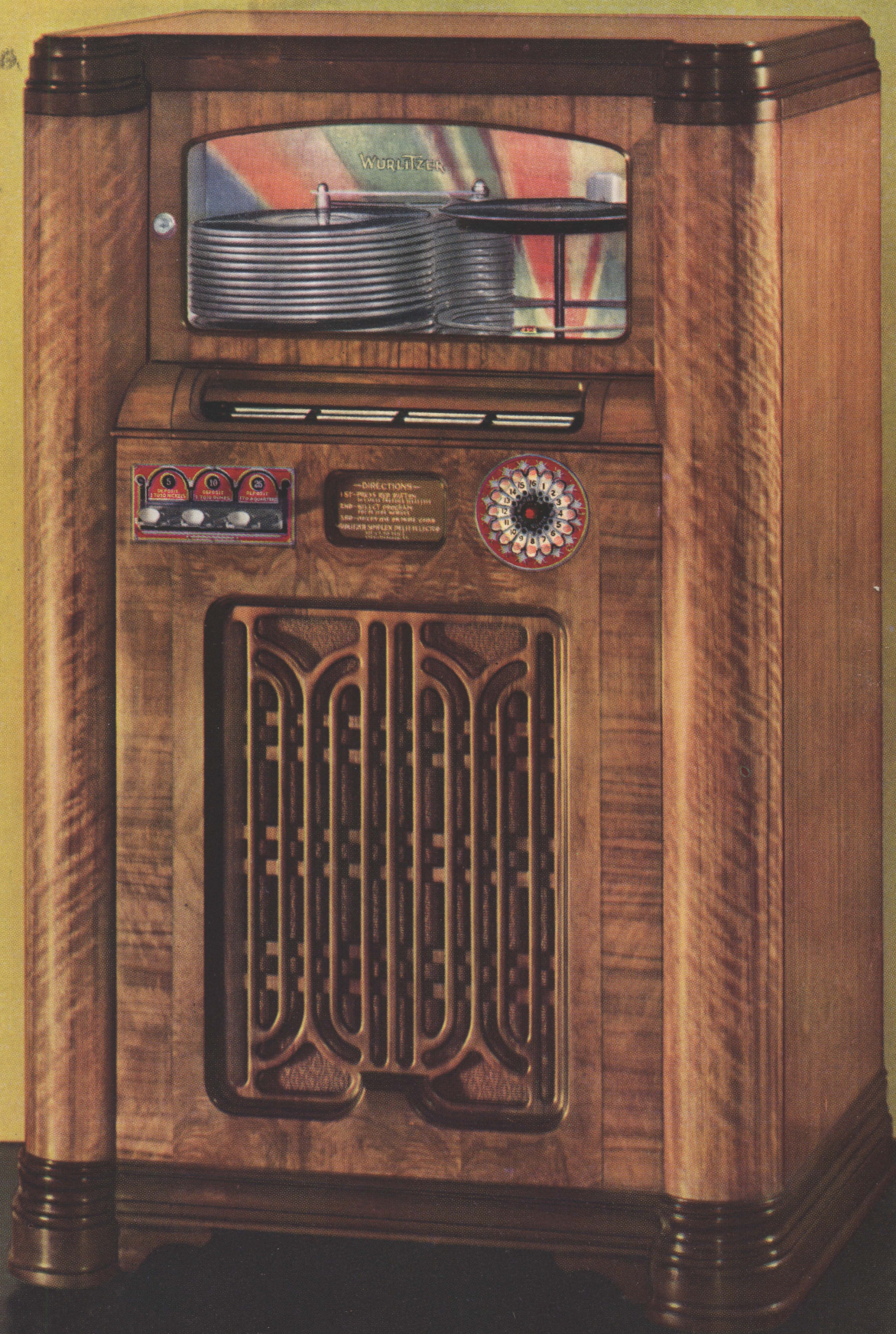
Altogether, Wurlitzer's complete line of Automatic Phonographs represents the greatest values Wurlitzer has ever offered — the greatest opportunity that Wurlitzer has ever presented to the operators of America.





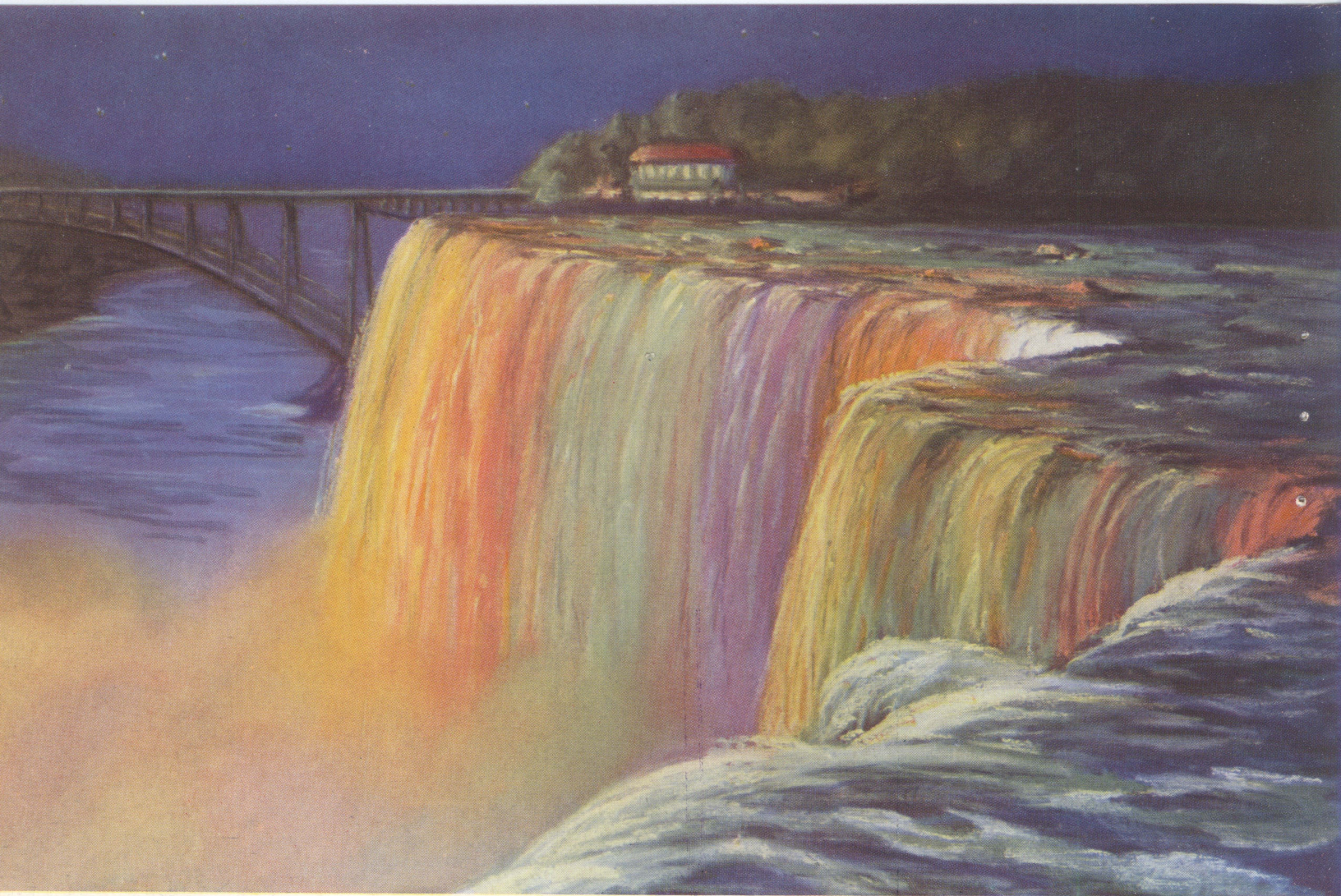
WURLITZER-SIMPLEX — Modernistic Models 312 and 316

Cabinets of both models are identical. Model 316, illustrated above, plays 16 records — has moving illumination. Model 312 plays 12 records.



WURLITZER-SIMPLEX — Standard Models 412 and 416

Cabinets of both models are identical. Model 416, illustrated above, plays 16 records — has moving illumination. Model 412 plays 12 records.



Lighting Effects Inspired by the **NIAGARA**

● Inspired by the glorious and ever changing night illumination of the mighty Niagara — the kaleidoscopic blending of gorgeous colors in rushing water that has held millions spellbound before its brilliance — Wurlitzer designers have given life — color — action to the lighting effects of Wurlitzer-Simplex Automatic Phonographs.

The cabinet interiors present a brilliant, eye arresting background of moving and ever changing colors, reflecting an irresistible array of light in variegated color tones, that encourages constant use and a corresponding stream of operators' profits.

On all models the program holder and Multi-Selector dial are illuminated to attract attention and invite play.



L I F E - *Color* - ACTION

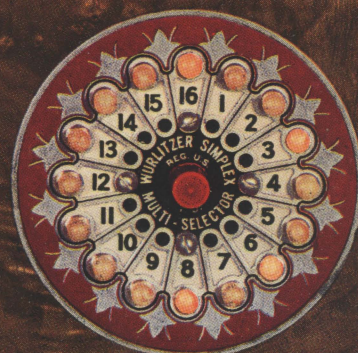
● Behold this scintillating instrument in action. No wonder it becomes the center of attention in any room and the most prolific producer of permanent profits that ever played a record.

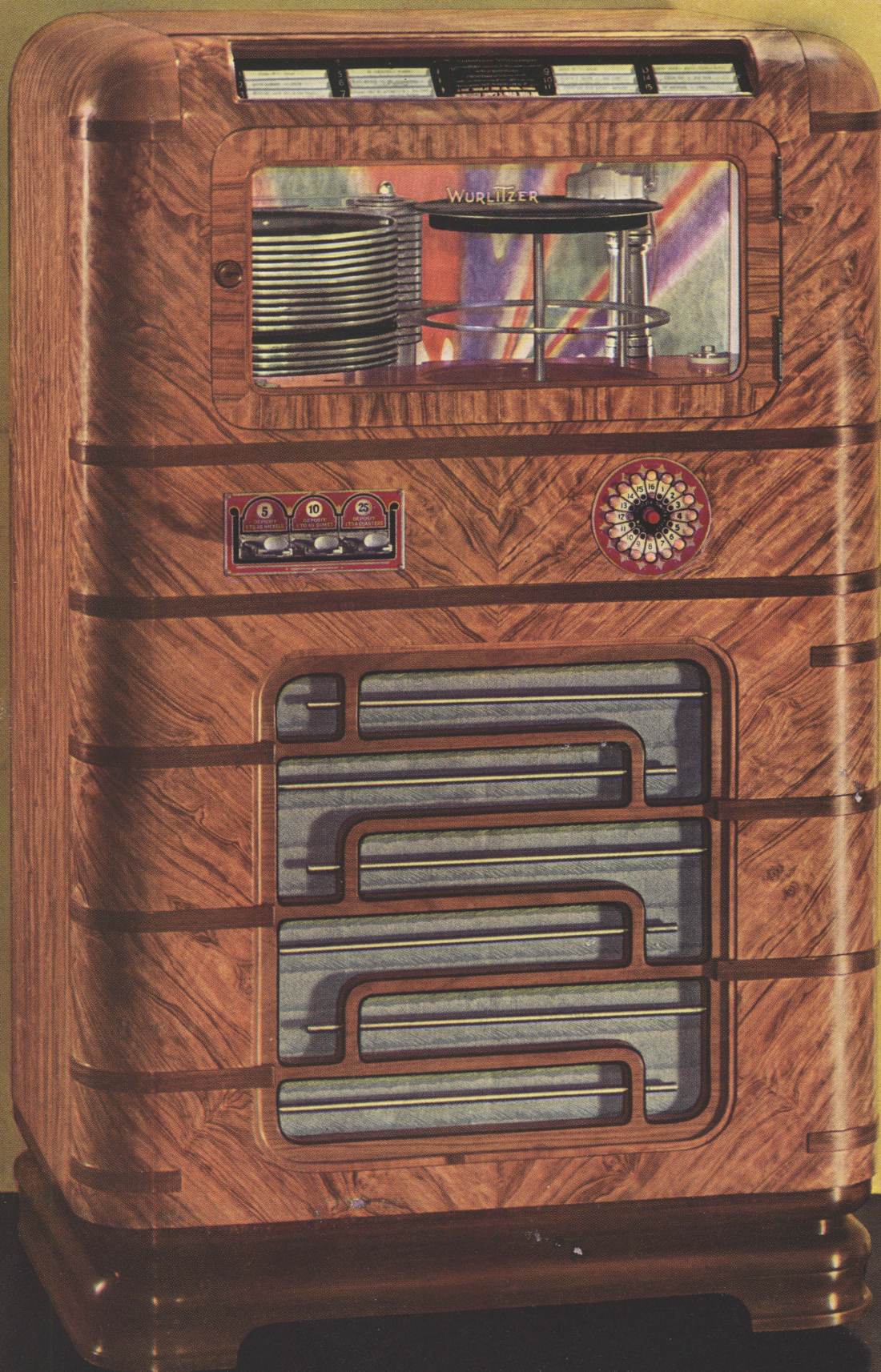
In fact, the Wurlitzer-Simplex is its own best advertisement. Its striking illumination and outstanding appearance make it easy for the public to identify it. People who play it one place, and enjoy its music, recognize it again wherever they go. Consequently, every Wurlitzer-Simplex on location builds up patronage for every other Wurlitzer-Simplex.

Also, the public demand for Wurlitzer music results in locations asking for Wurlitzer installations and replacing with a Wurlitzer-Simplex, phonographs that do not measure up to Wurlitzer performance.



1ST - WITHOUT A SHADOW OF A DOUBT - Fox Trot
2ND - WITHOUT A SHADOW OF A DOUBT - Fox Trot
3RD - WITHOUT A SHADOW OF A DOUBT - Fox Trot
4TH - WITHOUT A SHADOW OF A DOUBT - Fox Trot

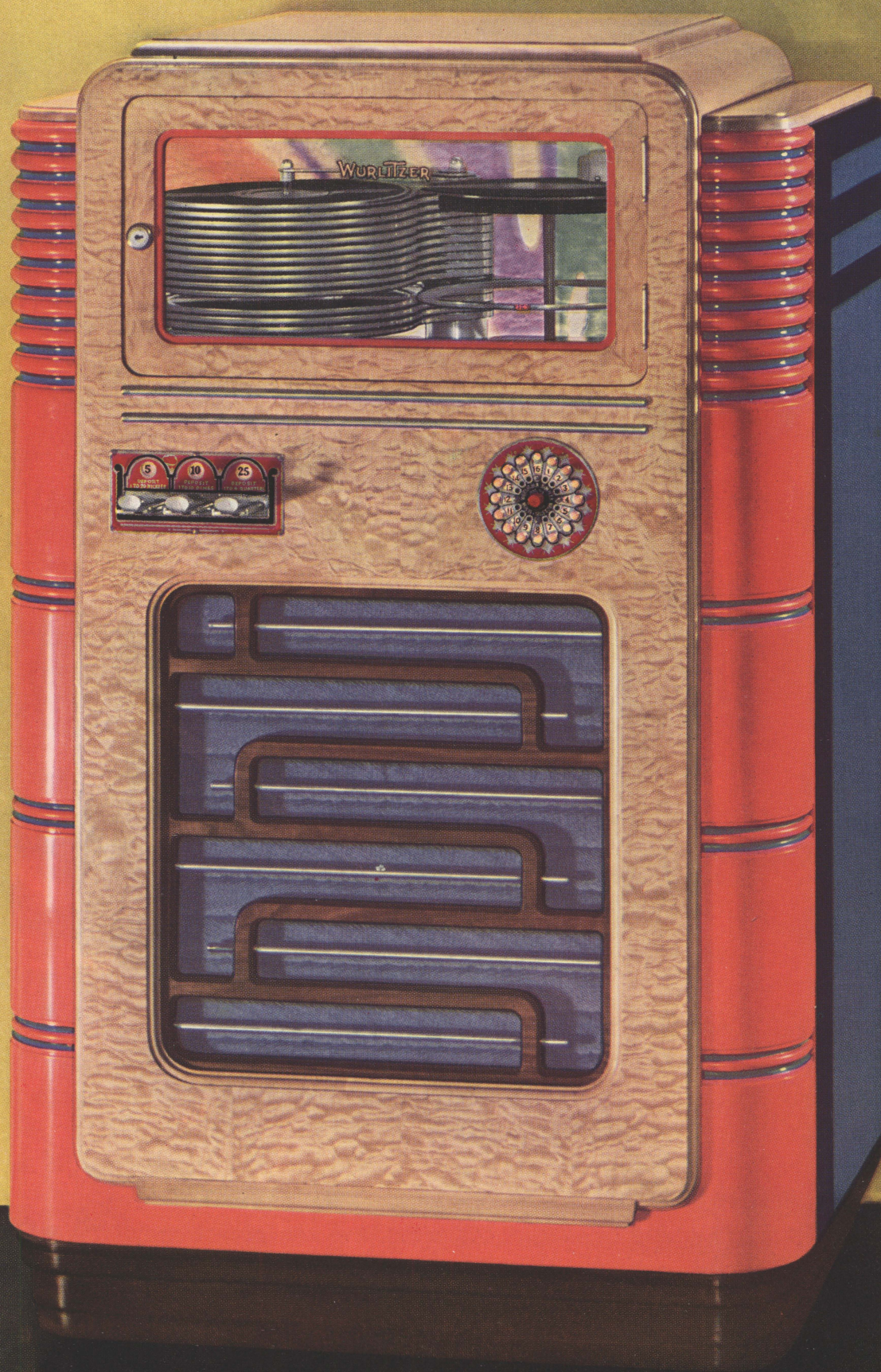




WURLITZER-SIMPLEX — Modernistic Models 616 and 612

Cabinets of both models are identical. Model 616, illustrated above, plays 16 records.

Model 612 plays 12 records. Otherwise both models are the same throughout.



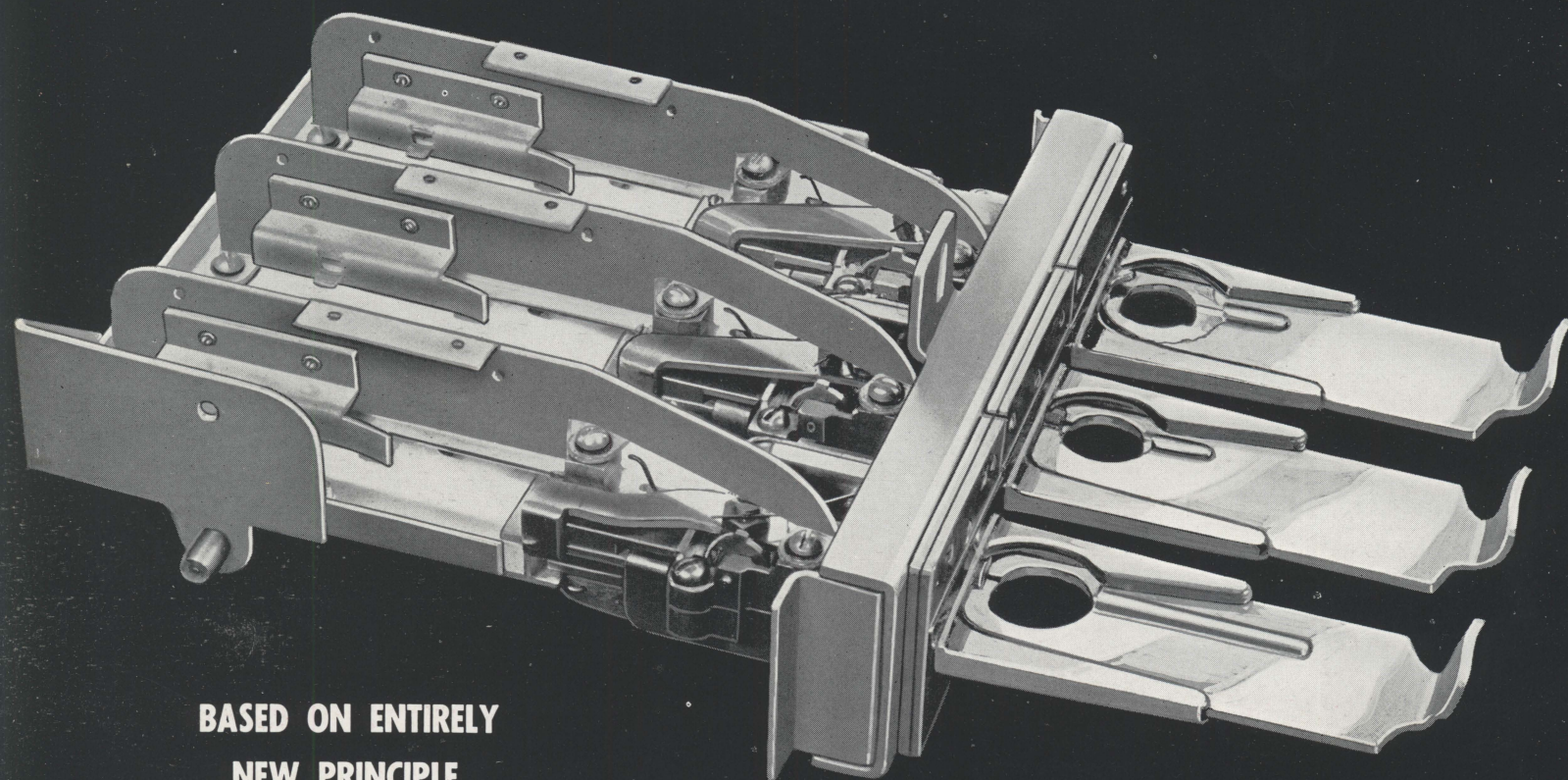
WURLITZER-SIMPLEX — Modernistic Models 716 and 712

Cabinets of both models are identical. Model 716, illustrated above, plays 16 records.

Model 712 plays 12 records. Otherwise both models are the same throughout.

New Coin Mechanism Features

Practical Effective Slug Rejector



**BASED ON ENTIRELY
NEW PRINCIPLE**

● Although some of the world's largest and best equipped laboratories have been working on the slug rejector problem for years, no 100% slug rejector has ever been built. Now, after two years of intensive effort Wurlitzer engineers, who heretofore could not be satisfied with available slug rejector equipment, have developed a rejector that is as near 100% as it is commercially practical to make it. It is entirely new in principle — strictly mechanical in its operation — *the finest on the market today.*

Wurlitzer's new slug rejector has maximum effectiveness against known types of slugs — positively will not accept pennies or washers — is unaffected by dirt or grease — will not jam easily and requires absolutely no adjustments. All three slots operate separately thereby assuring continuous operation. The coin mechanism occupies smaller space — is exceedingly easy to service and utilizes a type of slide that the public is thoroughly accustomed to using.

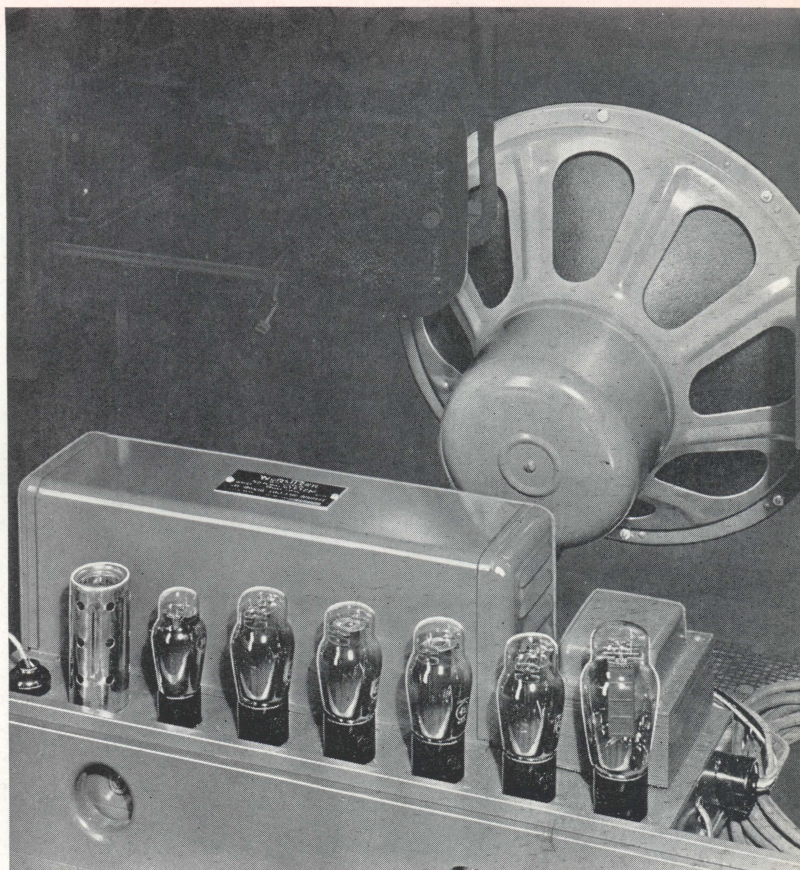
With the new slug rejector the Wurlitzer-Simplex presents a new profit opportunity for the operator — protects him against this previously, ever present and insidious source of loss.



IMPROVED AMPLIFIER - LARGE HEAVY-DUTY SPEAKER

The Wurlitzer-Simplex sixteen record models have a 15 inch auditorium type electro dynamic speaker and a deluxe 18 watt 3 stage push-pull output amplifier that increases tone clarity at customary high volume. This latter unit carries a quick heating tube compliment of 2 type 30 — 4 type 45 and 1 type 5-Z-3.

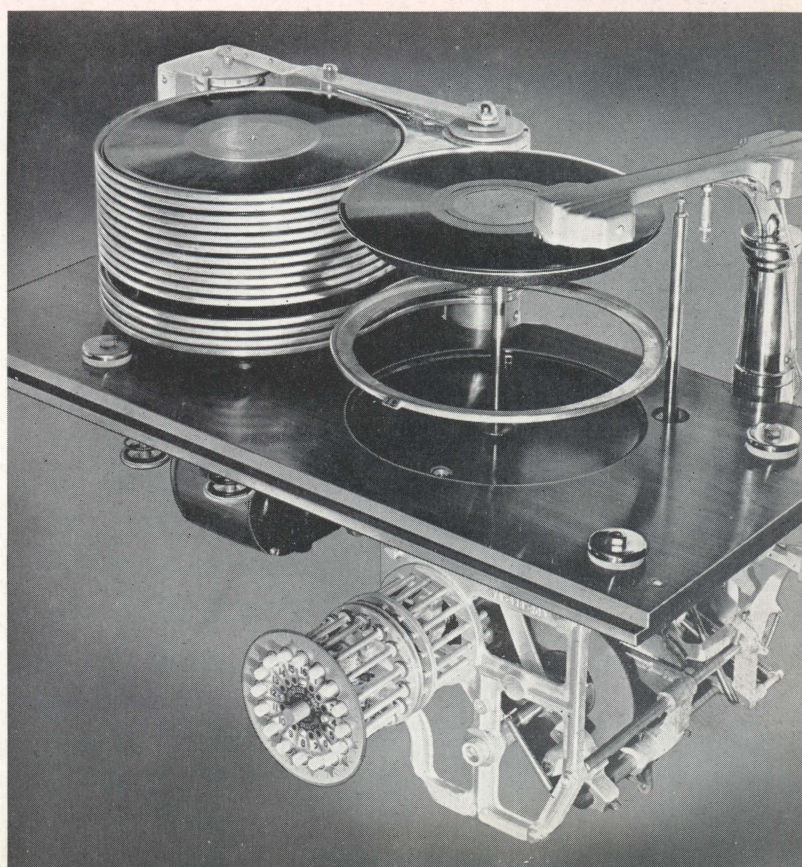
These models also have an accessible, key type volume control at convenient adjustment height that locks at any desired volume setting — a three step tone control, mounted on amplifier, that provides compensated volume — a new amplifier heat shield, on the back panel of the cabinet, that lowers interior cabinet temperature, reduces possibility of heat affecting records, renders entire cabinet inaccessible to rodents.



EITHER TWELVE OR SIXTEEN RECORD CHANGER

The original, improved fully selective Simplex Record Changer with its famous Multi-Selector (Reg. U. S. Pat. Off.) is now available for either twelve or sixteen records. Record changer and turntable are direct driven by a single motor through a quiet, efficient universal coupling.

The sixteen record models have the magazine switch mounted on chassis to eliminate adjustments — also combination spring and rubber mounting of record changer chassis that eliminates all cabinet noises. Trays are die cast for increased rigidity, elimination of warp, smoother selector operation. Improved tray stack assembly eliminates dash pot adjustments, provides quieter operation.

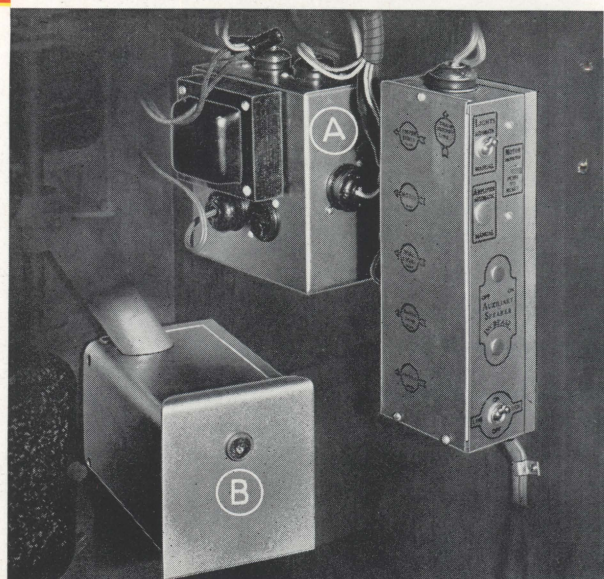


IMPROVED PICKUP MECHANISM

Pursuing its policy of protecting operators against excessive record wear and inferior record performance, Wurlitzer has retained its proven Inertia Balanced Tone Arm with Free Moving Stylus. A feather-touch record trip further minimizes record wear and prolongs record life. The oil damped high fidelity pickup has its circuit shorted out as soon as the needle moves to trip position and so reduces record noise after the music has ceased.

FULL UNIT CONTROL-MOTOR PROTECTOR

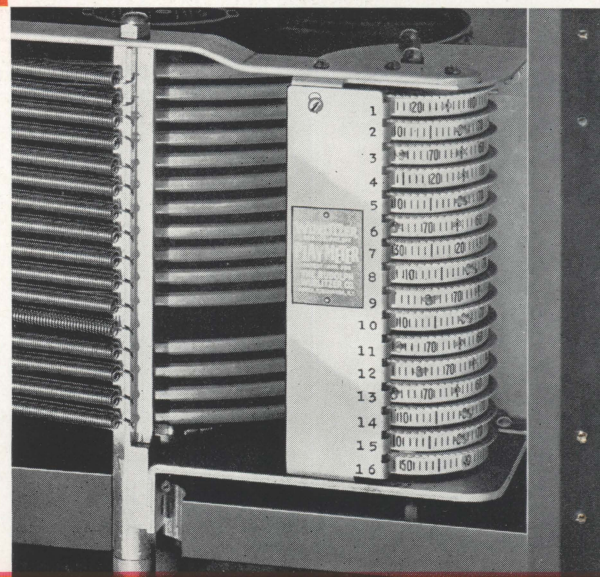
Maximum convenience for servicing is provided by terminating all wiring in an accessible central junction box with a motor protector. Should the phonograph motor become overloaded, current automatically shuts off. Upon correcting the cause the motor protector may be easily re-set thereby eliminating fuse replacement. Servicing has also been simplified by Bakelite and metal terminal connectors which eliminate soldered joints. The illustration at right also pictures (A) the Transformer for wall box connections which eliminates elaborate hook-ups. (B) New angle of Coin Box which assures easy accessibility.



PLAY METER NOW STANDARD EQUIPMENT

Unquestionably one of the biggest features that adds to the play appeal and increases operators' profits from the Wurlitzer-Simplex Automatic Phonograph is an accessible Play Meter, now provided as standard equipment on all models. It may also be purchased for your present 412 and 312 models. This convenient counting device signals the records getting least frequent play — enables you to weed out unprofitable numbers and replace them with more popular records.

An accessible tamper-proof counting device for recording total number of plays to check against receipts is also standard equipment on all models.



Sold Only to Operators

Wurlitzer never competes with you by selling direct to locations. On the contrary Wurlitzer does everything in its power to help you make big money. Thousands of dollars are spent in publication advertising to help you get and hold the best locations. Every year over a million direct mail pieces search out and uncover better than average prospects

which are referred directly to you.

Operate Wurlitzer-Simplex and you get the complete backing of the world's largest manufacturer of automatic music — the full benefit of the finest line of automatic phonographs made today — a wide open opportunity to make the biggest profits in the automatic music business.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.
CANADIAN FACTORY: RCA-VICTOR CO., LTD., MONTREAL, QUEBEC, CANADA

PRINTED
IN
U.S.A.



PROVED PROFIT PAYOUTS



★ NOTE the handsome new mantel style Hammond Electric Clock — standard equipment on all four games. Clock **only** is accessible to location, if necessary.

DERBY DAY

Original horse race game paying for **FOURTH** place in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

HIGH CARD

A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately decorated playing field.

FAMOUS FEATURES

- ★ **HAMMOND ELECTRIC CLOCK**
Sensation of the Industry.
- ★ **MYSTERY SINGLE COIN SLOT**
Another Gottlieb Origination.
- ★ **IN-A-DRAWER MECHANISM**
All Parts Easily Accessible.
- ★ **ADJUSTABLE AWARDS**
Invisible Mechanical Control.
- ★ **ESCALATOR**
Gottlieb Illuminated Belt Type.
- ★ **MOTOR DRIVEN PAYOUT UNIT**
Accurate, jamproof.

★ NEW improved feature on all four games—at least two horses, two cards, two of whatever the game may be, show up on the light-up rack, just like in Daily Races.

College Football

Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2 to 1 to 40 to 1.

HIT PARADE

Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on."

Any of These Four Games

Mystery Single or Multiple Coin Slot Optional.
Ticket Game, \$10.00 extra.
Check Separator, no charge.
D. C. Adaptapak, \$5.00 extra.
Electropak equipped.

\$149⁵⁰

Equipped with New A.B.T. No. 400 Slot.

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago, Ill.

• BE SURE TO VISIT GOTTLIEB BOOTHS 3, 4, AND 5, IN •
THE MAIN EXHIBITION HALL, HOTEL SHERMAN.

NEW YORK BANQUET *Climaxes*



WURLITZER'S PARTIES

Climaxing a series of 16 district banquets from coast to coast given by the Rudolph Wurlitzer Company for Wurlitzer-Simplex operators was the Wurlitzer Waldorf-Astoria Party in New York. Setting a new record for lavishness and attendance at coin machine trade banquets. Approximately 1000 Wurlitzer operators and their families, as well as Wurlitzer representatives from various parts of the country, participated in the event—listened to a ringing address by Vice-President Homer Capehart—well entertained by a galaxy of stars recruited from New York's best night spots—danced to the small hours of the morning—left convinced that Wurlitzer-Simplex operators are facing the greatest profit opportunity of their careers.



THE RUDOLPH WURLITZER
COMPANY'S OPERATORS
BANQUET AT THE
WALDORF-ASTORIA
NEW YORK CITY, DEC. 6, 1936

"WERTS" SHARES PROFITS WITH HIS EMPLOYEES

An announcement was just recently made by Mr. Fred Werts, president of the Werts Novelty Co., of Muncie, Ind., to the effect that the employees of his fast growing organization are to receive a 5% bonus on the net profits of the business and bonus checks are being issued for amounts ranging



Fred Werts, Pres. from \$25 to \$200 **Werts Nov. Co.** based on the length of service with the company.

Mr. Werts made the following statement: "We believe our employees are entitled to 20 per cent of the annual net profits we make, therefore we plan to issue bonus checks at various periods throughout

the year. The employees have received two wage increases since April."

It is needless to say that the Werts organization is one big happy family which no doubt is largely responsible for the tremendous growth of the business during the past year.

The company is employing more than 60 persons who are now enjoying ideal working conditions in their big new modernistic plant just recently completed.

The Werts Novelty Company will have a very attractive display at the Chicago Coin Machine Show, which will be held at the Hotel Sherman, January 11 to 14 inclusive.

Werts' display will feature the well known Jar-O-Smiles baseball combination deal, Ro-Wo-Bo 1800 three color ticket and number deal, the small 1000 ticket Pick-A-Tick Twin Jack Pot deal and last but not least their new sensation Pok-Er-Bok. The Pok-Er-Bok deal just recently released has one of the most elaborate cash prize set-ups ever put on the market. There are 127 cash winners in each deal. It has a total of 2040 tickets that sell at 5c each and some locations we are told sell out from three to five deals in a single day or over a week-end. These deals repeat week after week and many operators net anywhere from \$100 to \$500 per week with Pok-Er-Bok deals.

You will find these colorful money making displays at Booth No. 164 at the show at the Sherman. Werts will also have on display a complete line of baseball series, tally cards and trade stimulators. If you intend to visit the Chicago Show in January, be sure to make a note of Booth No.

164, as Werts Novelty Company have extended an invitation to all our readers to visit their exhibits.

NATIONAL PREMIUM GETS EXHIBIT CHUCK-A-LETTE IN IOWA AND NEBRASKA

Omaha, Nebraska, Dec. 20—After having Exhibit's Chuck-A-Lette and Jockey Club on test locations for a short period of time, Al Johnston of National Premium Co., a local coin machine distributor arranged by long distance telephone for an exclusive distribution in Iowa and Nebraska, cooperating with Pete Wright of the Wright Vending Machine Company in Missouri Valley.

The deal for these two states according to responsible advice calls for fifty Chuck-A-Lettes and Jockey Clubs per month for a period of over a year with a privilege of renewal for the second year, which Exhibit officials expect to be as large as the first year's run.

Others who have completed arrangements for territory as reported in this city are Electro Ball Company in Texas, Wisconsin Novelty Co., in Wisconsin, Carl Hoelzel of United Amusement Company in Missouri and Kansas and other highly regarded coin machine companies over the entire United States.

Distribution on Shoot-A-Lite, Exhibit's sensational rifle target attraction is being completed through such concerns as Brooklyn Amusement Company in Metropolitan New York and other key concerns in all sections.

Night and day production still is not enough to fill the thousands of orders for Exhibit's three Proven winners, Chuck-A-Lette, Shoot-A-Lite and Jockey Club.

EARL MONTGOMERY

167 South McLean Blvd.

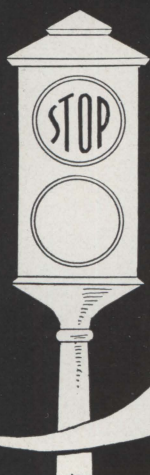
Memphis, Tenn.

*Serving Operators in
Arkansas, Mississippi
and Tennessee*

WITH
ROCK-OLA PRODUCTS

THERE IS A NEW
BUCKLEY
AUTOMATIC PAY-OUT
TABLE **NOW!**

See Pages 1 and 2



The European movement for peace appears to have reached the stage where all the nations are beating their plowshares back into swords again.

Some people believe in supporting the Government; others think they have a right to hold it up.

"Pa, what does it mean here by 'diplomatic phraseology'?"

"My son, if you tell a girl that time stands still while you gaze into her eyes, that's diplomacy. But if you tell her that her face would stop a clock, you're in for it."

SPEED KING

Breaks Records for F-A-S-T Profits

Here comes Gottlieb again, miles ahead, heading for a record run with SPEED KING! Climb aboard this new, clever pay-out! Watch the seven famous streamline trains lined up ready to pull out. If your train pulls into the Terminal payout is 40-1. If stopped enroute other odds are 2-1 to 20-1. SPEED KING has all the outstanding Gottlieb super features—steam up—ready to go. It's your opportunity to clean up a carload of coin. Rush your order immediately.

SPEED KING SUPER FEATURES

- ★ New Improved Feature on Speed King—at least two trains show on light-up rack every time, just like in Daily Races.
- ★ Hammond Electric Clock ★ Mystery Single Coin Slot
- ★ In-A-Drawer Mechanism ★ Adjustable Awards
- ★ Gottlieb Illuminated Escalator ★ Motor Driven Payout Unit



Clock Equipped
New Mantel Style
Clock may be ad-
justed by location,
if necessary, with-
out access to ma-
chine.

\$149⁵⁰

Mystery Single or Mul-
tiple Coin Slot Optional
Ticket Game, \$10.00 Extra
Check Separator, No
Charge
D.C. Adaptapak, \$5 Extra
Electropak Equipped
Equipped with new A.B.T.
No. 400 Slot

Cabinet 54" x 26"

1937 DAILY RACES

with SENSATIONAL NEW FEATURES

Popular demand insisted that we keep Daily Races in production. In answer we offer the new, improved 1937 model. Daily Races now gives you the thrills of the turf combined with the latest improvements of the industry. All the proven features of Daily Races made more play compelling with the addition of the A. B. T. Illuminated Escalator . . . New Smooth Action Plunger and Ball Lift . . . Newly Designed Cabinet. The greatest horse race game made greater . . . at no increase in price. Order yours quick!

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.

2736-42 NORTH PAULINA STREET, CHICAGO, ILLINOIS

Same Low
Price

\$125

Check Separator, No
Charge
2-Ball Play, \$2.50 extra
Ticket Game, \$10
Extra
Electropak Equipped
(Batteries Optional)
D.C. Adaptapak,
\$5.00 Extra



Be Sure and Visit Gottlieb Booths 3, 4 and 5 in the Main Exhibition Hall, Hotel Sherman

49th STATE OPERATORS *Enjoy*

Packing the ballroom of the Statler Hotel in St. Louis, several hundred Wurlitzer-Simplex operators, their families and friends greeted Wurlitzer's executives with a rousing spirit that presages a brilliant future for the Simplex in the 49th State. Highlight of a scintillating season studded with enthusiastic speeches, general merriment and prolonged praise of the Wurlitzer-Simplex as a profit producer — was the presentation by the operators in Walter Gummersheimer's territory of a beautiful watch, chain and knife to Vice-President Homer Capehart. Below, a photograph of the party in full swing.



(Above)
Gymnasts from the St. Louis Theatre provide an interim of thrilling entertainment.

ray group gathered to
Wurlitzer - Sim-
Model P-400. L. to
Fred Pollnow, Auto.
no. Corp., St. Louis,
B. Buerscher, Jr. Wash-
on Nov. Co., Wash-
on, Mo., Ed Klevorn,
B. Grateviell and B.
ricks, Arrow Nov.
St. Louis, Jack
kman, Auto. Phono.
p., Allen Roberts, St.
evieve, Mo., and J.
lhenny.

(Below)



(Circle at Left)
Operator Fred Pollnow flanked by Mrs. Pollnow and Mrs. O. K. Greif.

(Circle at Right)
The winner of the piano, Ethel Gottlieb of St. Louis, somewhat confused by the tremendous applause she received.



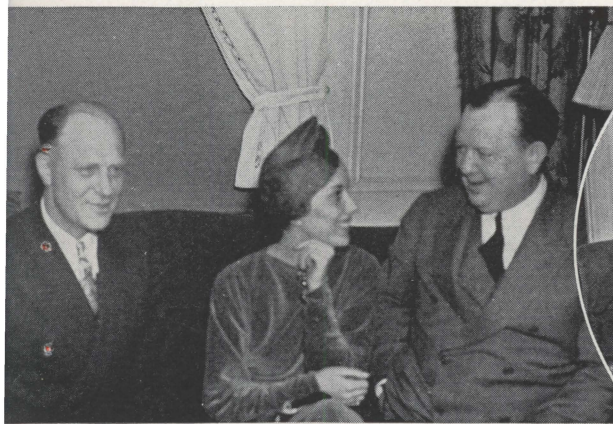
(Above)
A group of Wurlitzer-Simplex revelers. Left to right: Mr. Klevorn, Arrow Novelties Co., Mr. and Mrs. Chas. D. Walters, Mr. and Mrs. Chas. Kruse, Frericks, Mrs. Wickham, Mr. and Mrs. B. Grotewill.



(Below)
The whoopee make included Mr. and Mrs. Joe Accardi, Antoinette Accardi, Jennie Accardi, Louis and Jose Spano and J. Congemo.



WURLITZER'S HOSPITALITY



(Above)

C. C. Hudson, successful operator of Centralia, Ill., and Miss R. Barker talk Simplex profits with Homer E. Capehart.



(Above)

M. Kapilla of Kapilla & Son, big Simplex operators of Staunton, Ill., enjoys a brief chat with Homer Capehart.



(Above)

Dan Baum of St. Louis, Mo., Homer Capehart and Geo. W. Burgdoll of Salem, Mo., prove that three isn't a crowd when the subject is Simplex profits.



(Above)

Operator James Peoples of St. Louis wins the Wurlitzer-Simplex given by Walter Gummshheimer—gets it with congratulations from Homer Capehart.



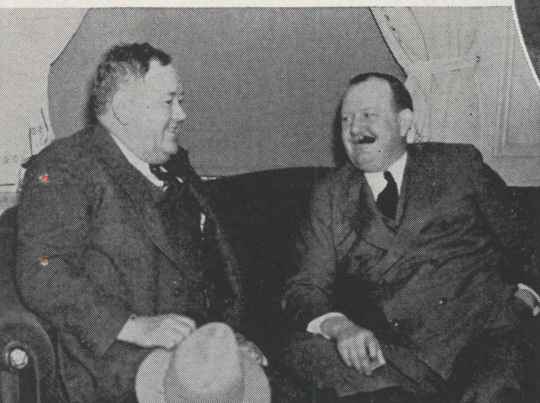
(Circle Below)

Geo. Buescher, Jr., Washington Novelty Co., Washington, Mo., tells Homer Capehart, the Simplex is the biggest money-maker he ever operated.



(Above)

Homer Capehart reads some red hot Simplex news to operator Jack Beckman, Automatic Phonograph Corp., St. Louis,—and it sure makes Jack look happy.



(Above)

Operator J. Ripley, Collinsville, Ill., confides in Mr. Capehart that the Simplex is a "honey" when it comes to making money.

(Lower Left Corner)

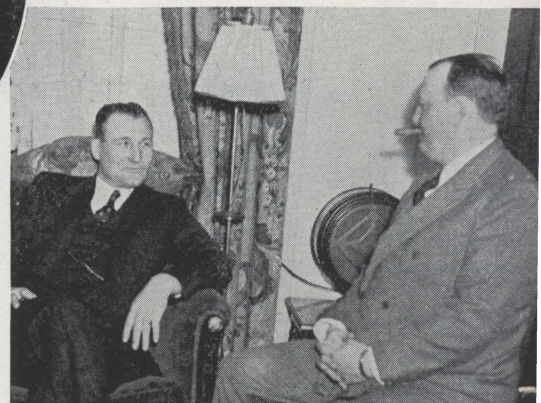
Pretty Miss Barker backed up by M. Kapilla, Staunton, Ill., and C. C. Hudson of Centralia, operators and Bob Bleckman, Wurlitzer-Simplex Chicago representative.

(Lower Right Corner)

Operators Glen Liebig of Mascoutah, Ill., and John Hambush of Lenzburg, Ill., compared notes to find that the Simplex is money maker no matter where you operate.

(Below)

The big Wurlitzer party fell on this happy couple's first wedding anniversary. Mr. Capehart presented the lady with an appropriate gift.



(Above)

Operator M. G. Loranc of Robinson, Ill. regards the Wurlitzer-Simplex by far the best bet in the automatic music field and says so to Homer Capehart.



"MIKE" FOSE HAPPY



"Mike" J. Fose, Factory Representative for the Rock-Ola Manufacturing Corporation, is just about as light-hearted and jovial these days as anyone you would wish to meet, and there is a reason.

"Mike" recently completed a trip

which took him through every County in his beloved state of Wisconsin. People usually think of the state of Wisconsin as the proverbial Indian's "Happy Hunting Ground" and "Mike" has certainly been on the hunt for the past several months, except he has had no time to hunt for deer or any other specie of game, for "Mike" has been busy hunting up all the phonograph operators in the state of Wisconsin.

He has thoroughly covered, not only every County, but almost every section of every County, and he now believes that he has a mighty good knowledge of Wisconsin operators, their problems, their hopes, and expectations for 1937.

"When I started on this long trip I am frank to confess that I thought all this talk about the big increase in business for phonograph operators was greatly exaggerated, to say the least, but I am equally frank to admit that I have had my eyes opened.

"In practically every section of the great state of Wisconsin, I have found phonograph operators more enthused than ever before over the potential possibilities for the coming year.

"In most sections, locations are not any easier to secure than heretofore, except for the outstanding fact that so many new establishments are springing up all over—brand-new Recreation Parlors, Drug Stores,

Candy Stores, Clubs, and particularly new Taverns.

"It seems that there's no limit to the number of new Taverns which have either just opened, or are preparing to open in the very near future. All this quite naturally affords the operator new outlets for his machines, and thereby means increased prosperity for everyone all along the line."

"Mike" will, of course, be at the Big Show, January 11 to 14, and he is looking forward to meeting all his friends from Wisconsin.

The ever-smiling M. J. Fose is what might be termed "Wisconsin's National Institution" for he has covered the state for years and years and has just completed a 17,000 mile trip in the interest of ROCK-OLA'S 1937 Rhythm King phonograph.

We certainly envy the territory "M. J." is privileged to cover, for we have fond recollections of several visits to the lovely state of Wisconsin and the natural facilities for fishing and hunting is probably not excelled in any other state. This "Vacation-Land" of Wisconsin should be extolled in advertising the same as "California's Glorious Sunshine" for it certainly is a Mecca for anyone who has time to bask in its playtime privileges. "Lucky Mike," surely Rock-Ola should not have to pay him a salary for traveling through Wisconsin—"Mike" ought to pay for the privilege. When we see him at the Show, we intend to have someone hold his arms while we look through everyone of his bags for some nice fresh fish, and if he brings a trunk down to the Show, we're going to smash it open for we know we'll find a nice elk, bear, or other venison hidden in his baggage.

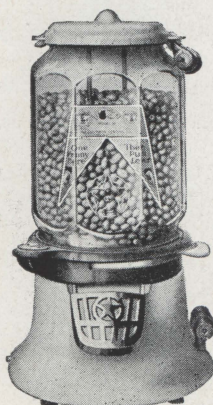
Times change: The once sterling advice to keep in the middle of the road nowadays is equivalent to recommending suicide.

The quintuplets have made a fortune at the age of 2, although they scarcely could be called the victims of child labor.

Why should any American want Canada and the United States to unite? We'd lose a good neighbor.

World tin consumption continues to gain steadily, consumption in this country advancing 45 per cent in the last year.

COLUMBUS Model "M" Peanut and Confection Vendor



How long
will your
machines
be produc-
tive?
Why
Experi-
ment?
Eventually
you will
use
Columbus
Vendors

F. C. EWING CO.

The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS

PHONOGRAPH OPERATORS

The VELVETONE is an improved 2000-play needle. It gives you better tone, longer wear, and greater record life.

L. E. TURNER

1228 Park Row Bldg.
NEW YORK, N. Y.

BRASS-ALUMINUM

SPECIAL TRADE CHECKS

OR STEEL

GOOD FOR

TRADE

100	300	500
\$3.50	\$7.50	\$10.00
200	400	1000
5.50	9.00	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO. 333 N. Michigan Avenue, Chicago

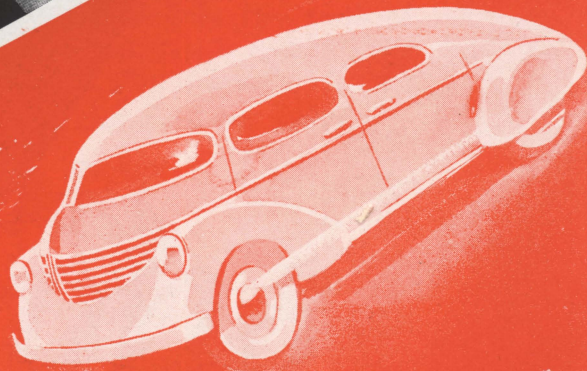
ROUND-SQUARE or OCTAGON-Lettered on 2 Sides



MODERN ENTERTAINMENT



CAFE MODERN



The MODERN



Model C 10-20

Height 53 in. Width 33 in. Depth 23 in.



Phonograph

Plays
records on
Both Sides
20 SELECTIONS
10 RECORDS

WHY

*Locations will Demand the Orchestrope
"The Modern Phonograph"*

- 1 20 SELECTIONS but only 10 Records. Plays records on BOTH SIDES.
- 2 Combined Program and Multi-Selector—No Numbers—just push buttons opposite program slips.
- 3 Program, Selector and Coin Slides at top of Cabinet at eye level. Convenient, easy to operate, no stooping.
- 4 Impressive and Beautiful Cabinet. All locations will be proud to have this Most Modern and Outstanding Phonograph.
- 5 Thousand-Dollar Tone—has no equal.

ABT Slug Ejectors optional on all models

HERE is the phonograph that will get and hold profitable locations for you in 1937. Show the Orchestrope to any location and you are "in." Place it in a location and you will never be driven out.

Locations always want the newest, the finest and the most up-to-date phonograph. The Model C 10-20 Orchestrope is so far ahead of all other phonographs that locations will be unanimous in their demands for it.

Because of its many exclusive, outstanding and most advantageous features the Orchestrope will be the operators' biggest money maker in 1937. Twenty Selections, yet you invest in only ten records, for the Model C 10-20 Orchestrope plays the records on both sides. More selections mean more plays—more

money in the coin box—more profit to you. Another valuable and distinctive feature is the combined program and multi-selector. There are no numbers, the selector button for each selection is opposite the program slip. Selecting is easy—simply push button opposite name of selection wanted.

The Program, Multi-Selector and Coin Slides are at the top of the cabinet at eye level. No stooping to operate—another feature which means more plays and more profits for you.

The beauty and impressiveness of the cabinet are beyond all description. The face and top are of burl maple finished in a deep, rich, golden brown with walnut sides. The set-back base is covered with a composition which floor scrubbing compounds cannot damage. The speaker grille is set back in a graceful, sweeping curve and is protected by chromium bars, a modern and most distinctive treatment. Previous models of the Orchestrope have set high standards for tone but the tone of the C 10-20 sets an all-time record, a quality far beyond the reach of any other phonograph.

The Orchestrope leads the field for 1937!

THE CAPE HART
Orchestrope

The
MODERN PHONOGRAPH
plays
20 SELECTIONS
from
10 RECORDS

●

FOR GREATER PROFITS IN 1937

*Wire-Phone
or Write*
**FOR COMPLETE
DETAILS**

THE CAPEHART
Orchestra

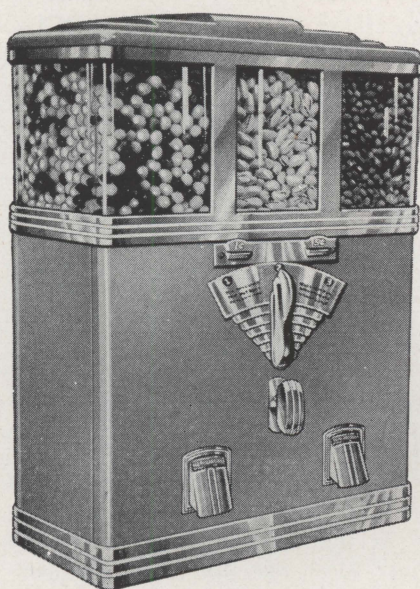
CAPEHART • FORT WAYNE

Cable Address - - "Capecorp"

NOW! MORE THAN EVER

Northwestern

LEADS THE BULK VENDING FIELD

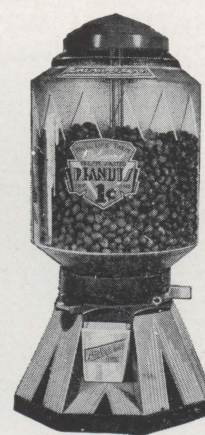
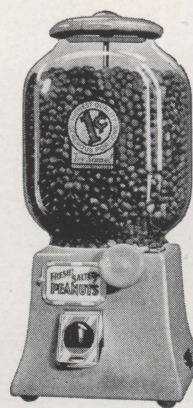


Expect the best from Triselector because that is what you are going to get. Here is a revelation in bulk vending, a machine such as you have never seen before . . . 3 compartments, selective, positive slug protection, besides many other startling features each one of immeasurable benefit to the operator. Triselector leads the way in modern merchandising and you are going to want a good many of them on your route.

TRISELECTOR

DELUXE

What a machine! What a hit! The new Northwestern DeLuxe is taking the country by storm . . . it's the talk of the whole coin machine world . . . a startling machine new as tomorrow, places the earning in the bulk vending field in a new and higher level. Alert operators are losing no time in placing DeLuxe in all of their good locations, and because of the terrific demand for this machine orders should be placed now.



Little need be said about the Standard line of Northwestern Merchandisers. These machines have earned a reputation of leadership in their class by years of faithful service on hundreds of thousands of locations and only by the more costly equipment are they surpassed. Northwestern offers a machine for every location and each one the leader in its class. Write for complete details before you buy any machine.

STANDARD

THE NORTHWESTERN CORP.

1264 ARMSTRONG STREET

MORRIS, ILLINOIS

JERRY KERTMAN TO ATTEND SHOW

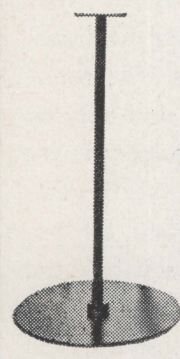
Jerry Kertman of American Coin Machine Company, 559 Clinton avenue, North, Rochester, N. Y., writes saying that his business is improving all along and that prospects for the coming year are bright. He is enthusiastic over the Coin Machine Show in Chicago in January, planning on attending during the entire time in order that he can be certain to give his customers the benefit of the latest improvements in the industry. This spirit of progressiveness is evidenced in the prompt and efficient and courteous service he gives his customers at all times.

NATIONAL MOVES TO NEW BUILDING

National Amusement Company, of San Francisco, Cal., West Coast distributors for Rock-Ola Multi-Selector phonographs, sales and service, have moved into new and larger quarters at 989 Golden Gate avenue since their old building was recently destroyed by fire.

They have excellent facilities to give their customers prompt and efficient service. They urge all operators to visit them at their new address.

Zebras are exceedingly nervous and any attempt to harness them is met with ferocious resistance.



IRON STANDS
FOR PEANUT
AND BALL GUM
MACHINES
PRICE
\$1.35 Each
F.O.B. Fort Worth
Shipping Weight
20 Lbs. Each
F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

STONER PICKS ADELBERG TO MANAGE SALES

When a constantly growing volume of business resulted in more orders than their regular staff could comfortably handle, the Stoner Corporation recently faced the necessity of creating an important new position



C. R. Adelberg

bearing the title of sales manager. But the element of personal service rendered to the industry by Ted and Harry Stoner had played so large a part in their success, that to entrust the new position in capable hands became a problem in itself.

For a Sales Manager must be much more than the title of his position implies. Here it is essential to have a man who possesses not only a keen business sense and practical knowledge, but one of genuinely congenial personality, a spirit of friendliness, a lively interest in the problems of his fellow men, and a generous capacity for human understanding.

In C. R. Adelberg, the man who was finally selected to fill the position, the Stoners found all these qualities combined to a rare degree, as scores of operators and distribu-

tors who have had the pleasure of dealing with him, will agree.

Those who have met him face to face, however, cannot escape the magnetic qualities of his personality. Adelberg is friendly, but not too familiar. He is generous, but not to be imposed upon. He trusts you—and expects you to trust him. He is honest, but quick to detect the “slight of hand” artist.

Thus introduced, Adelberg is destined to become a leading and widely admired figure in the coin machine industry. To him and to the Stoner Corporation, let us all wish a successful career and many enduring and worthwhile associations.

NUECES COUNTY COIN MACHINE OPERATORS ASSOCIATION ORGANIZED

Operators in Nueces county met on December 3 and formed a local association and elected R. C. Durham president, John Black vice-president, Julian Burgower secretary, and Ike Elliff, treasurer.

The purpose of this organization is primarily to smooth the way among operators collectively and to adjust any differences of its members that may arise. Also to work with the public charities as a body and cultivate a better feeling towards their own industry.

At the meeting on December 10 over \$100 was subscribed by members to be used for the poor children of this county with the organization itself distributing toys, fruits, candies, etc., to those children in need of good cheer on Christmas Day.

They have also established a permanent cash fund to be used in giving relief at any time to anyone in need of assistance.

The writer contacted some of the business firms and mentioned the plans of this organization and found that they were aware of the action taken, and that the association is building a lot of good will. Signs are being placed on machines throughout the city, reading, “No minor allowed to play.” Some machines near the high school are being padlocked by the operators during recess and noon hours.

The purposes and plans of this organization could well be followed all over the country to eliminate antagonistic legislation.

Congratulations to these live-wire operators in Nueces!

BRASS CHECKS For PIN GAMES

	1c	5c	10c	25c
5000	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

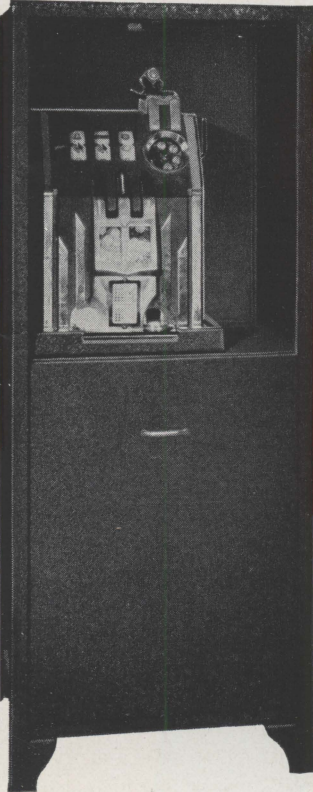
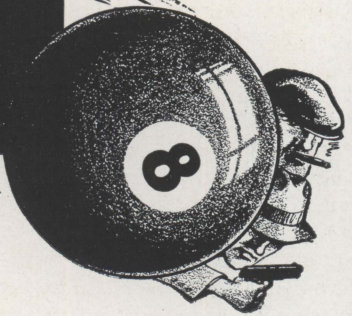
Nickel plated checks add \$1.00 per M to above prices
Terms--One-third Cash--Balance C.O.D.
SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago

NO CASH VALUE--SOLID OR WITH HOLES

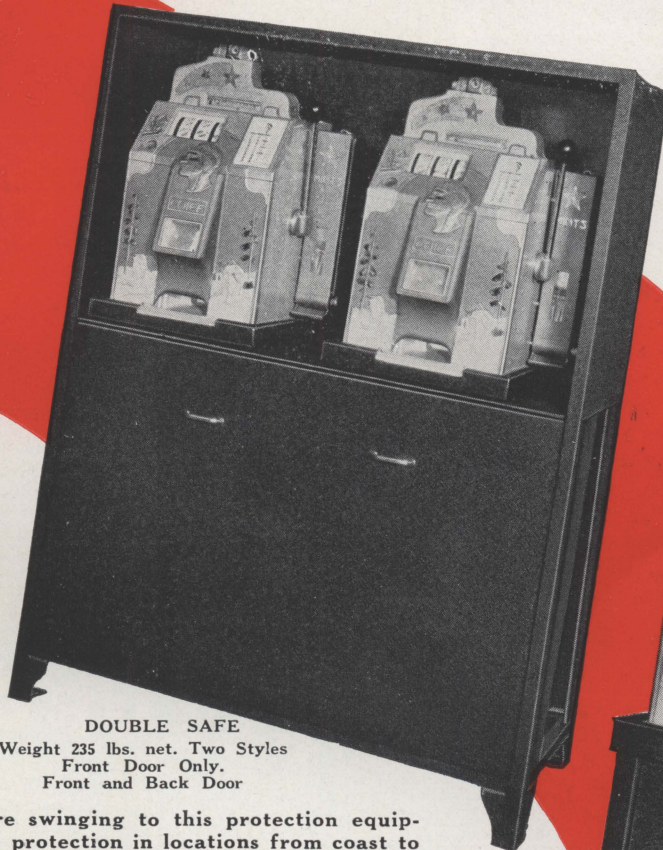


THIS PROTECTION EQUIPMENT IS KEEPING HIJACKERS BEHIND THE *Eight Ball*

SEE YOUR JOBBER FOR THIS
EQUIPMENT TODAY



SINGLE SAFE
Weight 145 lbs. net. Two styles—
Front Door Only.
Front and Back Door



DOUBLE SAFE
Weight 235 lbs. net. Two Styles
Front Door Only.
Front and Back Door

New machine safes are wider to take side vendors—also equipped with reinforced legs. Single safe 20 lbs. heavier. Double safe 30 lbs. heavier.

EVERYWHERE operators are swinging to this protection equipment that has proven 100% protection in locations from coast to coast. Check it for weight—construction—appearance and locking devices. The further you look the more you'll be convinced that nothing can touch it for safety at the price.

READ THESE CONVINCING TESTIMONIALS

MARION COMPANY, WICHITA, KAN., writes: "In several instances prowlers have attempted to break into your safes and met with such a strong resistance that they gave up the job, not only on the premises where the machine was locked in, but even after carrying the safe outside of the establishment."

DUBUQUE NOVELTY CO., DUBUQUE, IOWA, writes: "We wish to compliment you on the fine safes and stands you manufacture. For strength, workmanship and beauty they are outstanding."

AUTOMATIC COIN MACHINE CORP., SPRINGFIELD, MASS., writes: "When one of our customers gets a sample safe he invariably orders in quantity."

McCALL NOVELTY CO., ST. LOUIS, MO., writes: "Your safes have proven to be stronger, more durable and add to the attractiveness of a game. In a majority of cases a safe is built for only one type of machine—YOURS, ANY MACHINE WILL FIT."

COLEMAN NOVELTY CO., ROCKFORD, ILL., writes: "There are so many different stories told us by our many operator customers, stating that the solid weighted base stands they purchased from us (manufactured by your company), have saved their machines, it would really take a small book to cover them all."

DE KALB NOVELTY CO., DE KALB, TEX., writes: "Up to this time your safes have proven 100 per cent protection."

ORDER THIS 24-HOUR PROTECTION TODAY

Loose machines are a temptation to every hi-jacker.

Make sure yours are protected by having them anchored to one of these three Super-Protection Units that are keeping hi-jackers behind the "8 Ball." They hold all standard machines

with a VISE-LIKE grip that ELIMINATES MOVEMENT in every direction.

Don't delay! Get in touch with your jobber NOW, he'll gladly show you this equipment without obligation. If he can't supply you write, wire or phone. We have a large stock for immediate delivery.

PATENTS
PENDING

New improved weighted machine stand with exclusive concealed locking and clamping device. Weight (not filled) 50 lbs. net.

CHICAGO METAL MFG. CO.

3720 South Rockwell

CHICAGO, ILLINOIS

Lafayette 5745



Follow to BALLY

NEW GAMES GALORE!

New payout games. New one-shots. New novelty games. New counter games. New tricks to tickle the public fancy. New styles in cabinets. New colors, new flash. New angles, new action. New ways to profit by America's eager, everlasting urge to be amused. In all your life you never saw so many new ideas in coin-operated fun-devices as you'll see assembled at the Bally Wigwam—BOOTHS 19, 20, 47, 48—and at the Bally Over-flow Display—BOOTHS 127, 242. Visit both booths—see, play, marvel. And then get set to make 1937 the Year of Heap Much Wampum—which is Indian for plenty of dough!

BOOTHS 19 20

the Crowds the WIGWAM



Be sure to join the Tribe of O'Toole Indians — the coin-machine-men's own festive fraternity. No dues. No by-laws. No obligations—except to be a good sport and sing baritone if necessary! Learn the secret of the Arrow and Jug! Get inside the Solid Triangle! Be a Warrior — on the warpath against gloom and pessimism! Be an O'Toole Indian! Information at the Bally Wig-wam — BOOTHS 19, 20, 47, 48—or write.

BALLY MFG. CO.
2640 BELMONT AVE. CHICAGO, ILL.

FREE!
BALLY LUCKY
RABBIT FOOT
KEY CHAINS!



47 48 217 242

ROCK-OLA'S NEW GAME "GLOBE TROTTER"

Rock-Ola's new pin game "Globe Trotter"—which will be shown for the first time at the "Show"—is quite timely.

It immediately suggests the certain member of royalty who gave up a crown and throne and "what-not" to "trot" around the world.

Rock-Ola's new game Globe Trotter is a game everyone of us has played as a child, and also continued to play when grown up, but Rock-

Ola engineers have adapted this inviting game to a coin-machine principle. As the balls come down the colorful playing-field, representing the world, it strikes Rock-Ola's original "magic pins" which in turn starts you on your journey, with brilliant lights, around the world.

Each ball represents a day's progress on the board, with impending hazards such as "fog," "bad weather," "forced down" and various other hazards as a globe trotter would naturally expect to encounter, in traveling over the world.

On the other hand, time can also be gained. It is possible for a player to go around the world in one day, which is something that even the modern "China Clipper" cannot boast of—but the player also has five days in which to go around the world, and still beat this entreating Globetrotter game.

Yes! It is battery-equipped, but the famous Rock-O-Pac can be placed on this game for only \$5 extra.

Oh, yes! About how the game operates—the usual nickel is inserted in the new improved slot—whereupon five "suns" light up immediately, which represent five days in which to encompass the world—then, when the balls are shot, one "sun" or "day" is gone. It then involves a matter of the rest of the "play" reducing the number of days required to have the Globe Trotter finish his adventurous trip around the world.

Rock-Ola's brand new game—Globe Trotter, is a 5-ball novelty game, with a large impressive cabinet, and also with an enlarged cash-box, because the operator will need a large cash-box on this massive game.

"There is only one

creed we have ever followed. The BEST machines! The BEST service! The BEST co-operation! In fact, the BEST of EVERYTHING for our customers!

"That's why we always carry IN STOCK a COMPLETE line of ALL the NEW and hundreds of USED machines (Pay Tables, Pin Games, Counter Games, Slot Machines, Skee Games, Ticket Machines, Arcade Machines, Service Machines, Gum Machines, Phonographs, etc.) so that our customers receive instant service and real money saving values.

"That's why we publish what has since become known as the operator's 'Book-of-the-Month'—'THE JACK POT'—52 pages of sparkling, entertaining, interesting, newsy and up-to-the-minute material.

"That's why we offer at this time greatest and most complete money-saving SALE in all coin machine history—to help you fully and fitly celebrate this present convention.

"Write TODAY for your FREE COPY of 'THE JACK POT' and for full details of our SALE!"



Joe Calcutt

"Your Key

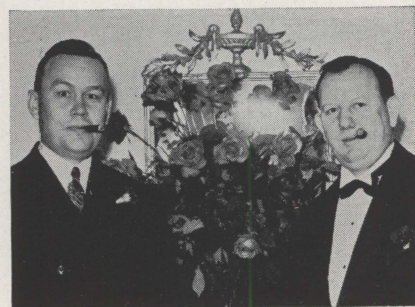


to Success"

THE VENDING MACHINE COMPANY

FAYETTEVILLE, N. C., U. S. A.

"THE WORLD'S LARGEST"



A Big Night for Them—R. C. Dolfing, vice-president and general manager of the Rudolph Wurlitzer Co., of Cincinnati, and Vice-President Homer E. Capehart pose at the Wurlitzer Waldorf-Astoria party. They saw such stage and radio stars perform as Stan Kavanaugh and Gypsy Rose Lee of the Ziegfeld Follies, the Four Mills Brothers, Koloah, sensational sepian contortionist dancer of the Cotton Club, Chick Bullock, Dolly Dawn, Pat Nann, Seidler's Society Steppers, the Kavanaugh Sisters and Teddy Wilson and Billy Holiday. Benny Goodman "King of Swing" provided a specialty novelty number and Milton Berle was master of ceremonies of the greatest entertainment program ever presented for the edification of operators anywhere. Harold Kahn's orchestra provided music for dancing.

A Chicagoan says there are 150,000 hairs on the head of a blond. Or, if a brunet catches her flirting with her husband, about 130,000.

Is Your Territory Opening Up?

GRAB THESE BARGAINS

These factory close-outs at bargain prices offer you an opportunity to cover new territory or expand your route at less investment and greater profits. We have sold thousands of the machines listed below at the regular prices and the accumulated stock is offered for the first time at bargain prices for quick clearance.

BRAND NEW MACHINES—ORIGINAL CRATES

	REG. PRICE	SALES PRICE	YOU SAVE
2 ALL STARS	\$115.00	\$ 67.50	\$ 47.50
2 BALLY ROLLS	259.50	159.50	100.00
6 BIG FIVE SR.	99.00	49.50	49.50
26 BLUE RIBBONS	39.50	19.50	20.00
11 CARIOCAS	77.50	33.50	44.00
21 CHALLENGERS	137.50	69.50	68.00
11 CRUSADERS	62.50	37.50	25.00
16 DO OR DON'TS	77.50	29.50	48.00
7 DOUBLE SCORES	115.00	57.50	57.50
4 ELECTRIC EYES	250.00	112.00	137.50
6 HARMONY BELLS	67.50	39.50	28.00
12 HIALEAHS	139.50	69.50	70.00
2 NATURALS	139.50	79.50	60.00
22 PEERLESS	115.00	57.50	57.50
42 PUNCHETTES	19.75	9.75	10.00
12 PUT 'N' TAKES	67.50	27.50	40.00
3 REPEATERS	99.00	49.50	49.50
6 ROUNDUPS	99.50	59.50	40.00
4 SHELL GAMES	87.50	37.50	50.00
1 STOCK MARKET	115.00	67.50	47.50
176 STREAMLINE	39.50	16.50	23.00
92 STEEPLECHASE	19.50	5.00	14.50

The above quantities of machines are in our stocks, read for immediate shipment.

USED MACHINE BUYERS

We have hundreds of good used machines consisting of late model pay tables, race games, counter games and bowling games which we have not had time to inventory. **Do not buy** used machines until you obtain our bargain list of used machines as we guarantee to save you money.

Terms: \$10.00 deposit each machine, balance C.O.D. Wire or mail your order to office nearest you.

Automatic Amusement Company

628 Madison Ave.
Memphis, Tennessee

1304 Throckmorton St.
Fort Worth, Texas

508 Seventh Street
San Antonio, Texas

1937 WILL BE NOVELTY YEAR

By **JIM BUCKLEY**, General Sales
Manager, Bally Manufacturing
Company

Last year, when the Automatic World asked me to write a brief forecast of the 1936 coin-machine year, I headed my article "Nix on



Jim Buckley

Tricks in '36" and predicted that simplicity would be the keynote of game design for the greater part of the year. Without wishing to join the "I-told-you-so" chorus, I may say that my prediction seems to have been pretty well borne out by the general trend during the past year.

This year, however, I stake my reputation as a prophet on the statement that 1937 will witness a terrific boom in novelty games.

The novelty trend has already started. We have announced several novelty games which are radi-

cal departures from pin game design—in fact, they are not even pin games. We have more in the process of development for display at the Show. And it's safe to say that the 1937 Show, which will be held in Chicago January 10, 11, 12 and 13, will present the greatest array of novelty games in coin-machine history.

The revival of interest in novelty games brings new opportunities to operators. Not only will new territories be re-opened to games, not only will new types of locations be added to the operator's list of potential spots. But, more important, vast new armies of players will be recruited into the ranks of our patrons. Operators who closely watch the trend of games during the next few months and who go out of the beaten trail in their quest for locations will find 1937 a year of unequalled prosperity.

AUTOMATIC HOLDS ANNUAL CLEARANCE SALE OF NEW MACHINES

The Automatic Amusement Company, with offices and warehouses in Memphis, Fort Worth, and San Antonio, is holding its annual clearance sale of surplus stocks of new ma-

chines that have accumulated during the year. "Operators look forward to this event," states S. L. Stanley, general manager of the Automatic Company," as it represents an opportunity for them to obtain many new late model machines at less than half the original prices. Brand new machines offer greater opportunities of getting the best locations in new territories that are opening up or in expansion of present routes and the operators' profits is greatly increased when he can purchase these brand new machines at such low prices.

R. W. ALTSCHULER, BRUNSWICK PRESIDENT ATTENDS HOUSTON WURLITZER SHOW

The Wurlitzer party in Houston was doubly honored in having Mr. R. W. Altschuler, president of the Brunswick Record Corporation, 1776 Broadway, New York City, in attendance.

According to Harry Drollinger, Wurlitzer's distributor, this is the first meeting Mr. Altschuler has ever attended.

Texas is proud to have welcomed Mr. Altschuler as a visitor.

ADVANCE VENDING MACHINES

*More Than 100 Models
Send for 1936 Catalogue*

ADVANCE MACHINE CO.

4647 Ravenswood Avenue
CHICAGO, ILL.



IN HONOR OF HOMER E. CAPEHART—GREETING THE GAY throngs that packed the Waldorf-Astoria Ballroom at Wurlitzer's New York operators party was this life-size enlargement of Wurlitzer's Vice-President, Homer E. Capehart, hung over the stage. A tribute by J. A. Darwin, the sentiment it carried was typical of the tremendous welcome accorded Mr. Capehart by the greatest gathering in the history of the coin machine business.

NOW

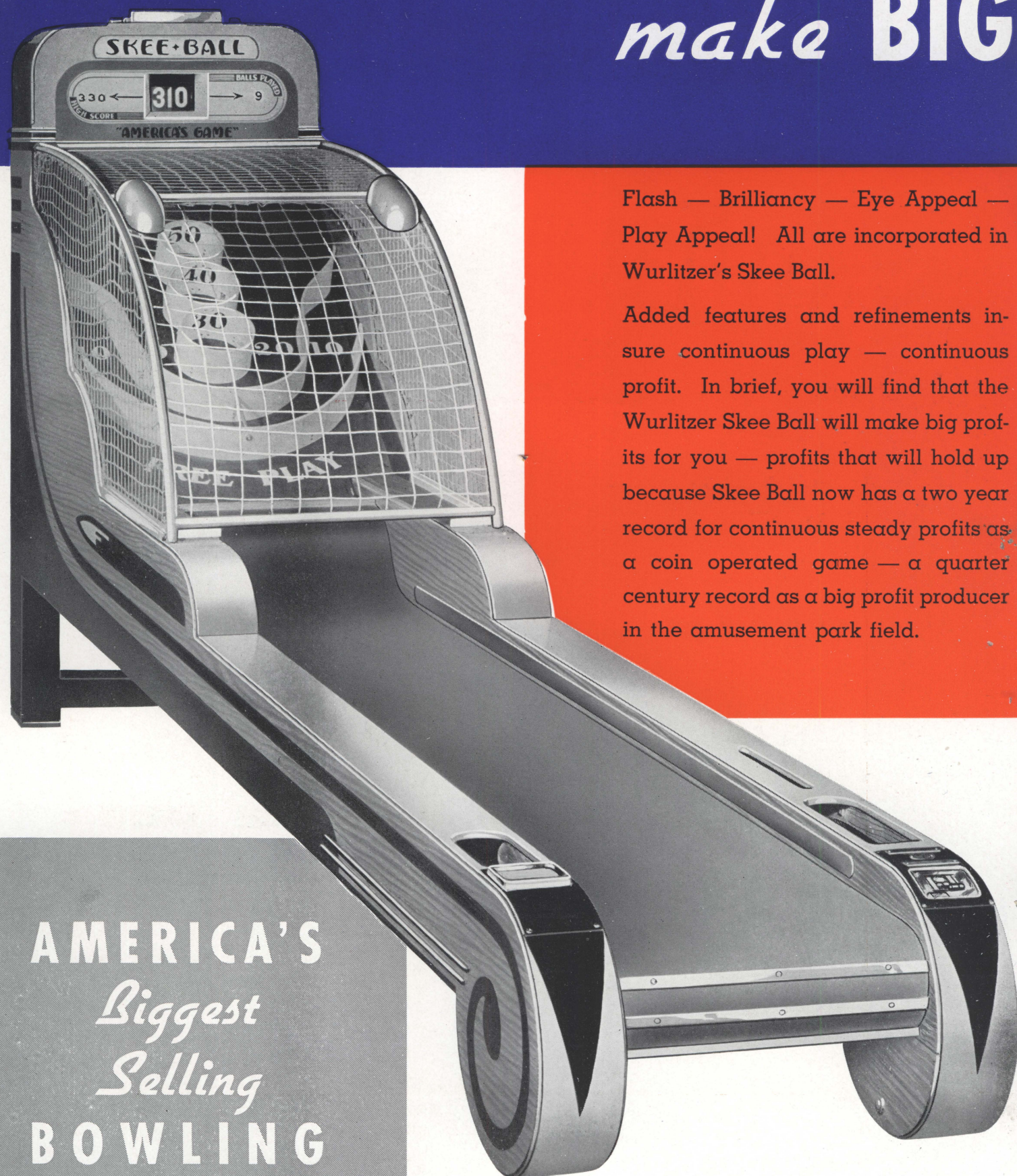
ADDED FEATURES

give
GREATER PLAY APPEAL
to

**WURLITZER'S
SKEE BALL**

REG. U. S. PAT. OFF.

FEATURES *of* WURLITZER *make* BIG



Flash — Brilliancy — Eye Appeal — Play Appeal! All are incorporated in Wurlitzer's Skee Ball.

Added features and refinements insure continuous play — continuous profit. In brief, you will find that the Wurlitzer Skee Ball will make big profits for you — profits that will hold up because Skee Ball now has a two year record for continuous steady profits as a coin operated game — a quarter century record as a big profit producer in the amusement park field.

AMERICA'S
*Biggest
Selling*
BOWLING
GAME

SKEE BALL *that will* **PROFITS** *for you*

★ **FLASHY BACK PANEL**

Maximum play appeal provided by brilliant illumination and design of words "SKEE BALL" — "High Score" and "Number of Balls Played" counters.

★ **STRIKING COLOR SCHEME**

Attracts play by giving game strong eye appeal.

★ **EFFECTIVE PLAYING FIELD ILLUMINATION**

Provided by two attractively designed modernistic floodlights on each side. Uses standard bulbs.

★ **POSITIVE ACTION BALL RELEASE**

No balance arm or delicate assembly to cause balls to jam. Balls register properly.

★ **HIGH SCORE RECORDER**

Beautifully designed, strictly mechanical. Gives players something to shoot at — stimulates play. Can be set for any desired score. When the score is "topped" counter automatically registers the higher score.

★ **COUNTER FOR NUMBER OF BALLS PLAYED**

Enables players to keep track of balls played — discourages any player from bowling more than nine balls in order to build up score. Prominently located and illuminated on back panel.

★ **FREE PLAY FEATURE**

Every ball counts. Free play balls returned at left hand side of machine.

★ **NEW WURLITZER COIN MECHANISM AND SLUG REJECTOR**

Developed by Wurlitzer engineers after two years of intensive effort — as near 100% as it is commercially practical to make it. Entirely new in principle — strictly mechanical in operation. Maximum effectiveness against known types of slugs. Uses the type of slide to which the public is accustomed.

★ **QUICK ASSEMBLY**

Two sections of game quickly fitted together; connected with plates and pin arrangement. Bolts and nuts eliminated.

★ **NEW 50 POCKET BELL**

Rings every time a ball goes in this pocket — gives game greater appeal with the players. Attracts attention. Stimulates play from others in the place.

★ **NUMEROUS OTHER IMPROVEMENTS**

Numerous other improvements have been incorporated in the Wurlitzer Skee Ball. Numbers on ball rack show number of balls still left in rack after each play. Ash tray prevents player from putting lighted cigarette on sill of machine. New arrangement of 20 pocket makes higher scoring easier. Machine is universal for 110 volt DC or AC — 25, 50, 60 cycle — no additional parts necessary to change from AC to DC current.

Get into this profitable business. Remember that the idea of major athletic type games in taverns is just beginning to take hold — that it will develop into a permanent business because the idea of giving people real skill games to play is basically sound. Those who get the best locations now will lay the foundation for a permanent profitable business. Write, Wire or Phone for Full Particulars and Prices.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y., U. S. A.
Canadian Factory: **RCA-VICTOR CO., LTD., MONTREAL, QUEBEC, CANADA**

WURLITZER'S SKEE BALL

LOCATIONS *Pay Big Profits*

● Operators report big profits from Wurlitzer Skee Ball. Many locations average from \$75.00 to \$125.00 a week gross

Arthur A. Seger of the J. & A. Music Co., Asbury Park, New Jersey, reports his best location at \$117.00 and his least profitable at \$45.00, with an average for all locations of \$60.00.

And best of all, because Skee Ball is an athletic type game, Skee Ball profits are permanent—proven by over two years of steady profits in taverns. Jerry Morris of the Queen City Amusement Co., Plainfield, N. J., who has been operating Skee Balls for eighteen months reports profits today greater than ever.

Write, Wire or Phone for Full Particulars and Prices.



"Metzger's", 107 Sycamore St., Buffalo, N. Y.



Swiss Turner Hall, St. Louis, Mo.

LOCATIONS
that average from
\$75 - \$125
a week gross

"Carl's Place", 6805 S. Hoover St., Los Angeles, Calif.



"Rendezvous Club", 214 E. 9th St., Chattanooga, Tenn.

DON'T FORGET

that major athletic type games are here to stay.

... that those who get the best locations now will lay the foundation for a permanent profitable business.



**SOLD ONLY TO
OPERATORS**

PRINTED
IN
U.S.A.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.
CANADIAN FACTORY: RCA-VICTOR CO., LTD., MONTREAL, QUEBEC, CANADA

Ohio Business Reported Good

More and more operators are turning to music as a backbone for their business, according to M. M.



M. M. Marcus

Marcus, general manager of the Markepp Company at Cleveland, Ohio.

Mr. Marcus is in a particularly good position to judge the trend in the coin machine field. The Markepp Company is the largest distributor in the state of Ohio and has branches in Cincinnati, Toledo and Columbus.

Mr. Marcus, himself, is in very close touch with Ohio operators because he spends a great deal of his time in the field. His advice is sought after eagerly by operators who have learned to depend upon him in the past.

"Here in Ohio, and I am sure the same is true in other states," said Mr. Marcus recently, "an operator of amusement machines only may wake some morning to find that a part of his territory is closed and his income down to a fraction of what it was the day before. That is exactly where a route of music boxes saves him. It's a real bulwark, like the reserve fund in a business and many an operator has said to me that he is mighty glad he doubled up in his spots by placing music alongside of his amusement games."

"For years, we have been distributing the Rock-Ola automatic phonograph here in Ohio. They have proven so dependable and trouble-free that I have no hesitancy in recommending them to any operator. All that he has to do to look after a large route of Rock-Olas is

to change records and once in a while to change the needle.

"We ourselves had a unique experience with a Rhythm King that demonstrated most effectively its durability. The Markepp Company has a traveling display room on the road all of the time. This is an auto and trailer piloted by H. R. Lemon. Down in the southern part of Ohio, Mr. Lemon had some roads that are tough on any automobile and certainly are no picnic grounds for a heavy trailer and the coin operated equipment in it.

"When Mr. Lemon started on his last trip one of the boys remarked that his Rhythm King sample would probably need re-building when he came back. Just before Christmas Mr. Lemon returned and the speedometer on his car showed 2,500 miles since he left Cleveland.

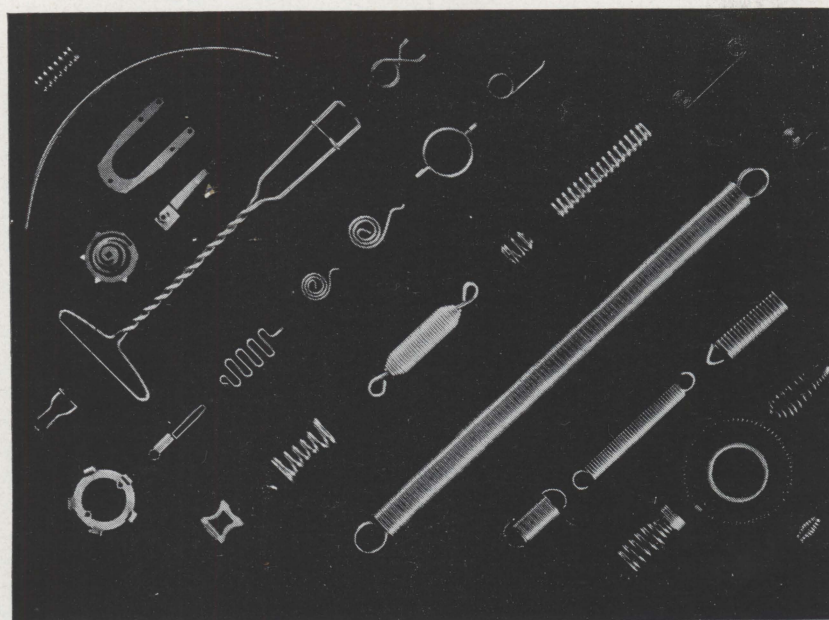
"We immediately set mechanics to check over all his equipment and it was a pleasant surprise to receive a report that the Rhythm King did not

need one single adjustment. It played just as well as the day it was loaded into the trailer.

"Markepp sales records," Marcus emphasized, "give even a clearer picture of how amusement machine operators are going into the music field. There is one coin operator in the northwestern part of the state who has a monthly standing order with us for a certain amusement game. A few months ago he placed his first order for half a dozen Rock-Ola Rhythm Kings and was so well satisfied with the returns that he is adding to his music route at the rate of five Rhythm Kings weekly.

"Downstate we have another operator who at one time bought slots in lots of ten, twenty, fifty and even more. He, too, started slowly with a few Rhythm Kings more to satisfy his locations than any expectancy of making money himself. But the returns were such that this operator increased his music route until today he has 150 Rock-Ola music boxes on location, all purchased through the Markepp Company."

Marcus volunteered his time to talk over operating problems with



UTILITY SPRING KIT

FOR OPERATORS, JOBBERS, DISTRIBUTORS EXPERIMENTAL USE—DESIGNING GAMES—REPLACEMENTS

COMPLETE ASSORTMENT

Of Plunger Springs—Outside Plunger Springs—Rebound Springs—Sliding Panel Springs—Barrel Springs—Runway Gates—Play Field Coil Springs—Whip Flag Springs—Various Extension Springs.

Carry This Handy Spring Kit With You on Your Service Calls

Send \$2.00 for Complete Kit of 100 Springs—Immediate Delivery. Postage Prepaid.

ACCURATE SPRING MFG. CO.

412 South Peoria St.

Seeley 5727

Suppliers for Coin Machine Manufacturers

CHICAGO, ILL.

anyone. "I feel it is in the interest of this business to place the experience of the Markepp Company at the service of anyone who cares to discuss his problems with us."

The firm was founded by M. M. Marcus and has grown to its position of being the largest distributor in the state entirely through the aggressiveness of Mr. Marcus and its policy of selling only to operators and not operating itself.

GIFT OF GAMES CHEERS CHILDREN

A sure way to get an extra profit from games which have outlived their usefulness on location has been discovered by W. C. Fitzgerald of Central Vending Company, Bloomington, Ill. The profit, to be sure, is intangible and cannot be banked, but as Mr. Fitzgerald points out,

"neither can it be taken from me—it's a satisfaction which is worth more than dollars and cents."

Mr. Fitzgerald has for some time been in the habit of sending old machines to various institutions, where the games are operated without coin-chutes for the entertainment of inmates. Fitzgerald is particularly proud of a letter received from an officer of the Illinois Soldiers' and Sailors' Children's School at Normal, Ill. "Your thoughtfulness," the officer writes, "in sending the pin ball games to our children is deeply appreciated. These games afford the boys and girls many hours of delightful pastime. We wish to thank you for your generosity and kindness in remembering us again."

Operators generally should adopt this custom. Besides getting used games off the market, it creates a tremendous fund of good-will.



At Wurlitzer's Big Waldorf-Astoria Party—New York State Assemblyman Michael J. Gillen and John E. Moran, chairman of the Liquor Dealers Board, congratulate Vice-President Homer E. Capehart on the most elaborate and successful party in the annals of the coin machine industry.

ROCK-OLA'S NEW GAME "TRAPSHOT"

Operators report that Rock-Ola has again hit the bull's-eye—this time with "Trapshot," a new novelty game sensation.

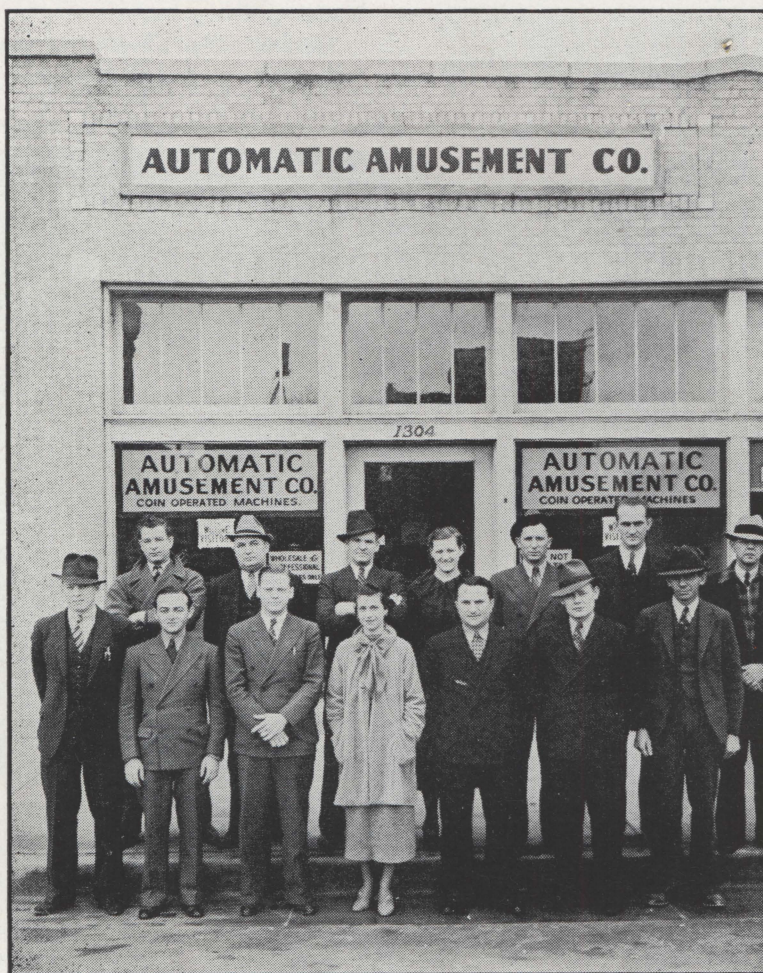
It is said that Trapshot is really four games in one, having single, double, triple and quadruple scoring features which it is said holds and revives players' interest to an unusual degree.

It is reported to be a 5-ball novelty game, based on the balls contacting and knocking over various animals, resulting in a combination of lighting effects on a gorgeous back panel. The lighted combinations depend upon the type of bird or animal knocked over, plus the number of bull's-eyes the player can score, all of which, it is claimed, makes Trapshot a very interesting and attention-holding new game.

In this particular game a winner can be scored with one ball, and throughout the play, there is that last ball suspense, which means continual interest on the part of the player.

Some of the features are a positive ball lift, no scores to add, latest coin-chute, and the fact that location owner can see a winner at a quick glance.

The play is based on vari-colored traps which stand up like impressive statues, and as the ball runs down playing field, it knocks over a series of various traps, as well as the individual traps, thereby making the game distinctly interesting, very exciting, and they say it develops keen interest in the player to continue playing the game because of the thrill of "trapping" the various bull's-eyes—wild ducks—rabbits—foxes—quails—squirrels—and pheasants—all of which makes the game very timely, considering the hunting season of the winter months, and operators report the game is simply irresistible.



HERE IS A LIVE BUNCH WHO SEEMINGLY HAVE GOTTEN together at the Automatic Amusement Co., Fort Worth, Texas, for a little chat and, in the meantime, they saw fit to have a photograph "struck." Reading top row, left to right: "Red" Johnson, Tom Murray, Sid Johnson, Helen Savage, Ben McDonald, Harry Hooser, Nick Nigro. Bottom row, left to right: Bob Martin, David Tuck, Lee Martin, Naomi Sears, H. Kalin, Bill Uttz, and A. F. Wright.

1936

SUPREME broke all records with Daval's and Rock-Ola's sensational games! DAVAL'S STOCK EXCHANGE—PANAMA—NECK 'N' NECK—EXCEL—SEQUENCE and TOTALIZER! Rock-Ola's BIG BANK NITE—DRAW BALL and ROCK-O-BALL! Bringing hundreds of operators in New York, New Jersey and Connecticut the biggest profits ever earned! 1936 was again a SUPREME year! A year of outstanding SUPREME accomplishment! A year that SUPREME and all its customers are proud to recall!

1937

1937 will again be a SUPREME year! Once again SUPREME will bring real happiness and prosperity to all operators and jobbers with the new Daval and Rock-Ola games that will exceed in quality and money-making power any games ever built! For a really great 1937—BUY FROM SUPREME!

SUPREME VENDING CO., INC.

64 Erasmus St., Brooklyn • 922 8th Ave., N. Y. • 1121 St. Nicholas Ave., N. Y.

See Daval's and Rock-Ola's new games at the Show! For first delivery order from Supreme!

SEEBURG PRODUCES UNUSUALLY FINE TONES

The aim, desire and hope of any acoustical designer, is the perfection of a musical medium which can reproduce the original musical recording with the highest degree of fidelity.

Far in advance with this type of development are the designers of the Seeburg High Fidelity Symphonola, an automatic phonograph which represents an achievement in the creation of true tonal reproduction.

To the Seeburg operator, this is a paramount factor, for the location patron's satisfaction and pleasure derived from listening and dancing to a Symphonola means continued profits for him. The J. P. Seeburg Corporation gives him this support, and an assurance that his efforts in making a placement have not been in vain. A Symphonola operator possesses the finest in automatic

phonographs for his locations.

The keynote of the High Fidelity Symphonola's nationwide popularity is its capability of presenting music with an amazing lifelike quality. The patrons in a Symphonola location receive approximately the same pleasure gained from dancing to the actual. It has the identical, full, mellow tone, the same swinging rhythm without distorted blasting volume. The Symphonola truly personalizes the musician for the exclusive entertainment of the particular location. The Symphonola has been constructed with advanced features that assure constant operating efficiency. Its mechanism contains fewer moving parts than any other automatic phonograph. A dual type of high fidelity amplifier controls the bass and treble register and has four extra speakers without losing any value.

Skilled craftsmen have designed the Symphonola cabinet in accordance with the most modernistic style. Its distinctive appearance

makes this phonograph an asset to any location. The Seeburg Symphonola cabinet is alcohol proof, stain proof, mar proof and chip proof. It is durable, and over a long period of time there is an insignificant amount of depreciation.

Many improvements are incorporated within the Symphonola. It is of a magnetic type adjusted to operate in complete accordance with the speaker and amplifier. It also is equipped with a 5 and 10 cent coin chute which carries up to 20 nickels and 10 dimes at the same time. The Symphonola has been built in four models which suit the requirements of any particular type of location. The Symphonola deluxe model "F" has three super dynamic speakers and is capable of taking a microphone attachment with an extra speaker. A twelve record selectivity is a feature possessed by all Symphonola models.

Somebody is being paid for knowing what you don't know.

BUCKLEY DOES IT AGAIN!

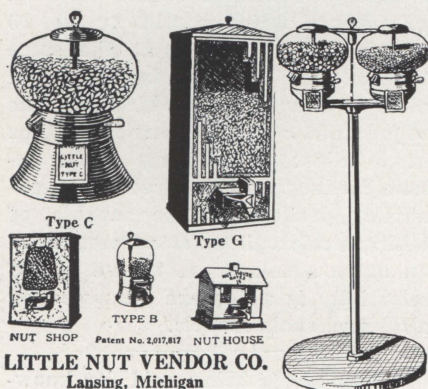
Buckley does it again! This time it is an amusement creation, which combines two proven profit-making principles into one. The latest Buckley "brain-child" is Combination, a one-ball automatic payout table.

Combination has all the appeal and "come-on" inducement of the slot machine, built into a payout table with an unusual playing mechanism.

The playing process is essentially simple, but it has a fascination and a thrill which attract replay after replay.

An unusual feature is the fact that the ball never leaves the field. Upon the insertion of a coin, a barrier goes up releasing the ball for play. As the ball travels down a runway to the plunger, it release a spring which starts three reels spinning in the center of the field board. If the reels stop and spell the word "win" the player is sure of an award. The next procedure is the actual playing of the ball to determine the odds. This calls for a combination of skill and luck, adding excitement to the game. The ball is shot back up the field and it has the opportunity to land in one of fourteen channels that bear payout odds of two to twenty. Once the ball rolls into this channel it is stopped by the barrier, except in the case of two free channels which allow the ball to pass down the field for another complete play.

Combination is equipped with a big one-inch steel ball, and a Buckley automatic payout unit. Test locations have not only proven Combination to be a successful money-maker, but a machine fully protected against lost operating time. This is due to its "battleship" construction. Completely shielded in metal, Combination can stand the heaviest play on any location. Its appearance is distinctive and the table is constructed



AL S. DOUGLIS, PRESIDENT OF DAVAL MFG. CO., CHICAGO; Mrs. William Gersh, charming wife of Bill Gersh, New York advertising man, and Paul L. Gerber of Gerber & Glass, Chicago, at the Waldorf-Astoria Wurlitzer banquet. A very prominent trio at this party.

with very beautiful chrome fittings.

The Buckley Company with Bill Woollen, sales manager, invites every jobber and distributor in the country to secure a sample of Combination. It is being shipped open account for inspection and trial.

AVON NOVELTY DISTRIBUTES WESTERN EQUIPMENT LINE

One of the most aggressive distributors in the country is the Avon Novelty Sales Company of Cleveland, Ohio. Headed by Art Nagel, this organization has created a tremendous amount of good will and confidence among the operators in the territory.

Avon Novelty Company's motto is entirely expressive of its policy. "Service That Merits Sales" is this firm's slogan, and they enact this policy to the highest degree. Operators who have had contact with Art Nagel's organization readily admit that everything in the way of service was extended to them.

Mr. Nagel has been actively engaged in the industry for years, and is completely familiar with all its phases. One of his policies is the frequent visits of his engineers to the manufacturers. This is a plan which is strictly followed. In fact, every new machine that is handled

by the Avon firm has been thoroughly checked and discussed by both the manufacturers' engineers and the Avon engineers. In this way, every operator is assured of reliable and authentic service to solve any operating problems that might arise.

The Avon Novelty Sales Co. distributes the most modern and popular coin operated machines. As a distributor of the complete Western Equipment and Supply Company line of amusement machines, they produce volume sales that are up to the high par generally maintained by all Western machines from coast to coast.

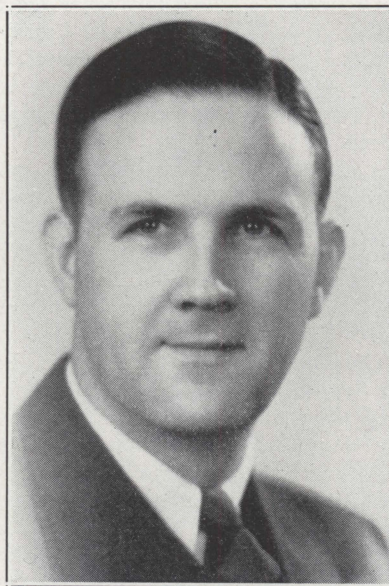
Possessing complete facilities in both servicing and display, the Avon Novelty Sales Company, is fully prepared to meet the requirements and demands of the operators in the entire section, with the utmost satisfaction.

As a jobber, the Avon Company is also engaged in the sale of used games. Their detailed knowledge of a used machine's original assembly enables the Avon engineers to completely reconstruct and rejuvenate it. Consequently, the purchaser of an Avon specialty used machine is not only assured of a sensationally slashed selling price but a rebuilt machine absolutely prepared for location play.

Oklahoma's Largest Distributor

DISTRIBUTORS FOR

Bally Mfg. Company
Rockola Mfg Corp.
Pacific Amusement Co.
Western Equipment & Sup.
Stoner Mfg. Company
Genco Mfg. Company
Pace Mfg. Company
Capehart Corporation
Pacnet Novelty Mfg. Co.



Jim Boyle and his thirty employees thank all his customers and the manufacturers who have contributed to a successful business year. Many, many thanks for your co-operation — I will try to please you in the future as I have in the past. See me at the Hotel Sherman during the Show.

BALLY ROLL (Floor Sample) \$94.50 RAY-O-LITE (Rifle Range, Used) \$149.50

Reconditioned Automatics	Reconditioned Non-Auto	Reconditioned Counter Games
Alamo \$19.50	Mad Cap \$19.50	Daval Reel 21 \$ 9.90
Electric Eye 39.50	Scrimmage 7.50	Beat It 4.50
Gold Rush 7.50	Banker 7.50	Cadet 6.50
Ten Grand 29.50	Major League 4.50	Sandy's Horses 5.00
Deluxe 46 14.50	Jack Rabbit 4.50	Cardinal 4.50
Mammoth 14.50	Champs 9.50	New Deal 4.50
Repeater 14.50	Flying Colors 4.50	Tavern 6.50
Peerless 34.50	Subway 3.50	Tickette 3.50
Jumbo 24.50	Squadron 4.50	Clearing House 4.50
Sportsman 4.50	Total Lite 9.50	Tit Tat Toe 3.50
Baffle Ball 12.50	Beacon 4.50	Buckley Vender 6.50
Round Up 49.50	Fifty Grand 12.50	Whirlwind 4.50
Red Sails 47.50	Ditto 7.50	Daval Auto Punch 19.50
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Big Shot 17.50	Zoom 12.50	
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Dirt Cheap.
Write for List.*

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BOYLE AMUSEMENT COMPANY

522 N.W. Third Street, Oklahoma City, Okla.

Tulsa Office 1407 E. First

FISHER BROWN EXPRESSES AN OPINION

The following letter from Fisher Brown, Dallas, Texas, gives evidence of that spirit of friendly brotherhood which is a beautiful tribute to both Jimmie Stelle and Jimmie Johnson: Automatic World
120 St. Louis Avenue
Ft. Worth, Texas
Attention: Mr. Branch.
Dear Oscar:

I notice in recent issues of coin machine magazines, the story relating the instances surrounding the death and funeral of one of my best friends—Jimmy Stelle. Most of us are inclined to accept acquaintances and business associates on more or less a casual friendship basis without realizing sometimes the depth into a man's life which a friendship such as Jimmie Stelle was capable of, can penetrate.

I make no attempt to express my own feelings in the matter since what I felt for Jimmie Stelle was more than just the kindly feelings between casual friends and business acquaintances, for after I came to know the man so well during my long years of association with him, I learned to appreciate his high qualities and his value not only to the industry but to his fellow men.

Were I the only one who felt this way, it would mean little as a memory to those who felt his loss.

I was sitting in Harold Horton's office talking with him and Lloyd

Blackwell, both of whom as we all know, were Jimmie's partners, when Jimmie Johnson 'phoned Harold from Chicago. Jimmie had just returned to Chicago and found his telegram. It was Tuesday night and the funeral was to be held Wednesday morning at 10 o'clock. It is 1,200 miles from Chicago to Houston and Jimmie Johnson felt it would be impossible for him to pay his last respects to the other Jimmie before he was buried.

A short while later, another call came from Al Koch stating Jimmie Johnson was taking a night plane for this funeral. He did so but his plane was grounded in Dallas about 4 A. M. the next morning on account of fog.

The funeral was carried out as per schedule but the grave was held open until after 12 o'clock Wednesday, so that Jimmie Johnson might feel that he at last had an opportunity to be present at the last rites said for his friend. Jimmie's plane finally reached Houston in time for this; that night, he embarked on another plane on a return trip so that he might fill business engagements he had previously made.

In these busy days when people are so thoroughly engrossed in their personal affairs, I think this a beautiful expression of one of the finest attributes of mankind, and without Jimmie Johnson's knowledge or consent I am taking it upon myself to make these statements more as confirmation of what I have always said about those fine men and women who are engaged in this industry.

Sincerely yours,
FISHER BROWN.

Those buried hatchets in the Eastern Hemisphere have sprouted a whole crop of battleaxes.

DAVAL PRESENTS BURGLAR ALARM DEVICE FOR PIN GAMES

Chicago.—Al S. Douglass, president of Daval Manufacturing Company, this city, who has presented the longest unbroken consecutive string of hit games in the history of the industry, reports that the firm has now prepared a unique innovation which operators have been clamoring for since the introduction of the pin game.

This is a very clever burglar alarm system which is attached to the cash box of the game and which starts to ring loudly the moment anyone attempts to open the door to the cash box, either with a pass key or by jimmying. The operator himself can instantly stop the ringing the moment that he opens the door, but, a thief cannot, and the bell will continue to ring loudly, attracting the attention of all those in the store. Being entirely mechanical, there is nothing the thief can do to stop it from ringing the moment he opens the cash box door.

This new device will appear on all future Daval pin games beginning with their Totalizer, the new high score pin game which the firm is ready to introduce to the market. It will also be available separately for those operators who wish to attach it to any other games they now own.

Mr. Douglass reports that the device was perfected due to the tremendous demand which the firm has been getting from leading coinmen everywhere in the country. The device is made in such a manner as to be also suitable to every other type of equipment using a coin slot.

Leading distributors who have already seen the device in action claim it to be one of the greatest inventions in the industry for the benefit of the operators.

They state that this device will prevent the operators from losing thousands of dollars annually. Much theft of cash boxes has been daily reported with the operators unable to make any claims.

The new device will therefore allow for the storekeeper to instantly become aware of any attempts to rifle the cash box regardless of what part of the store he may be in at the moment.

The device will be marketed under the name "Daval Burglar Alarm for Pin Games." Its appearance on the new Daval pin game is eagerly awaited by all operators.

OPERATORS—Save Money

Write for our Bargain List on
New and Used Machines

American Coin Machine Co.
559 Clinton Ave. N.—Rochester, N. Y.

**THERE'S A NEW BUCKLEY
AUTOMATIC PAY-OUT TABLE
Now!**



See Pages 1 and 2

SEE THE
New **A-B-T**
PISTOL MACHINE

*First Showing
at the Chicago Convention*



**A REVOLUTIONARY IDEA
IN COIN OPERATED
AMUSEMENT
MACHINES!**

A-B-T MFG. CO.

3311-19 CARROLL AVE.

CHICAGO, ILLINOIS

McCLELLAN SEES BIG YEAR AHEAD FOR GUN-LITE UNITS

Asked as a representative manufacturer of target shooting gun-lite units to give his views on prospects for their operation during the coming year, Fred C. McClellan, president of Pacific Amusement Mfg. Co., makers of Marksman and Flying Duck, has issued some significant statements logically favorable to this type of operating equipment. First, McClellan states that the surface has only been scratched, and that the business of operating target gun units is in the hands of a comparatively few operators throughout the country who are doing a capacity business in their own right, but, being limited in their territorial activity and ability to invest, have only been able to cover a fractional part of available locations. McClellan remarked that a considerable number of inquiries for target gun units are being received from operators who have phonographs installed in taverns, clubs, hotels, stores and other locations. "This is most significant," says Pacific's president, "for it points to the fact that operators of music equipment are beginning to take notice of the revenues being taken by gun-lite equipment." McClellan also gave voice to the assertion that a large number of target gun units now being installed have been purchased by men who've never operated any kind of coin-operated equipment before, and that the experienced operators, have, in many cases, been watching the ray-gun field with a view toward moving in with heavy installations of proved products as time goes forward. As a result of his surveys, made while watching the trend move in a large measure from their other products to Pamco's gun-lite equipment, McClellan enthusiastically forecasts bigger and better things in the gun-lite field of operation during the balance of this year and throughout 1937.

NEW KEY RINGS

**Specially Made for Vending
Machine Operators**

No. 9-W Holds 80 to 100 Keys—35c

No. 18-W Holds 100 to 150 Keys—50c

Postpaid—Stamps Accepted

SATISFACTION GUARANTEED

Large Vending Machine Catalog Free
With Order, If Requested

VIKING SPECIALTY CO.

530 Golden Gate Avenue
SAN FRANCISCO, CALIF.

Bat-Emland Is Popular Success

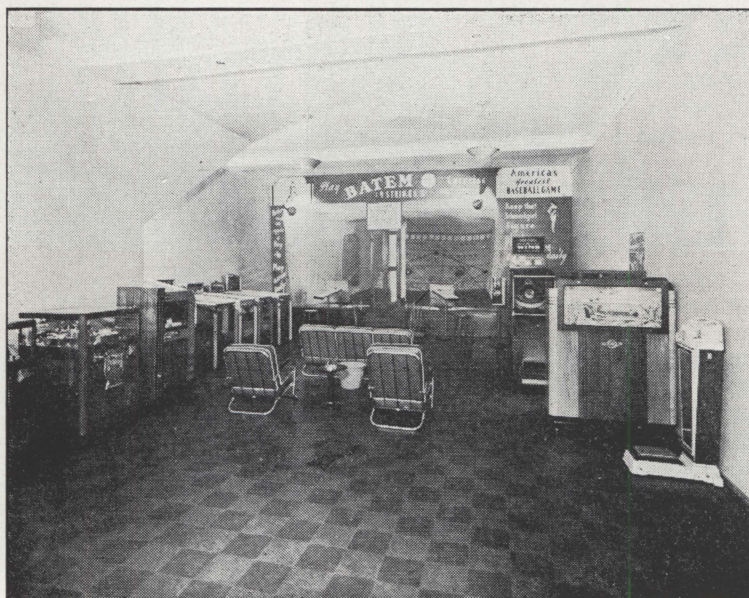
The photograph is an interior view of Bat-emland, 1506 Elm street, in downtown Dallas. The foundation of Bat-emland, the Batem baseball game is shown in the background. Other equipment shown includes the Ray-O-Lite Rifle Range, Rotary Merchandisers, a Rock-O-Ball Bowling Game, several pin tables and scales. An automatic photograph gallery and cigarette vending machines are other items which go to make this new and modernized sportland. Bat-emland opened for business some 60 days ago and has enjoyed a profitable operation from the opening day. The crowds are increasing daily.

Batem is a patented indoor baseball game with the appeal of the national pastime. The player gets the thrill of actually standing at the plate and batting at a standard baseball with a regulation bat. He also gets the benefit of healthful exercise, for swinging a bat brings most of the muscles of the body into play. Batem was originated in Dallas some fifteen years ago by Joe Aranoff, present manager of Bat-emland in Dallas. Mr. Aranoff placed one of the early Batem games in Coney Island at New York City. It has operated there through every season since. Other Batem games have operated successfully in various cities over the country for many years.

Batem was a feature at both the Century of Progress in Chicago and at the Texas Centennial Exposition in Dallas.

Electro-Ball Company recently acquired the manufacturing and sales rights to Batem. Several improvements have been made in the game, and it is now offered to the amusement industry in connection with a new and proven sportland idea. A Bat-emland opened in Waco, Texas, early in December, and another one opens in Austin at an early date. Negotiations are under way to open Bat-emlands in several other Texas cities.

The Bat-emland sportland idea includes the copyrighted word, "Bat-emland" and the use of the patented Batem game. Batem is a simple, easy-to-operate game that is easily set up, knocked down or moved. The player bats the ball onto a canvas background that is marked like a baseball diamond. A single hit counts as one point and so on. Nine strikes are given for a five-cent fee. Batem's potential earning power is \$12 per hour. Two players may bat at the same time, permitting greater competition. Batem is a skill and exercise game, free of legal difficulties which beset so many coin operated devices, used in sportlands.



Interior View of Bat-emland in Dallas

"BAT-EM"

THE SOLID FOUNDATION FOR A MODERN SPORTLAND!

"BAT-EM" is a proven fun, exercise and health indoor baseball game, with an attractive double-court and a patented mechanical "pitcher." Regular league balls and bats are used.

BAT-EM makes an impressive, colorful, and profitable background and foundation for a modernized Sportland!

With Bat-Em as the foundation, and other games and vending machines, all conforming to the laws of your community, you can have one of the most unique, popular and profitable stores in your city. This is not theory, but fact . . . proven by BAT-EMLAND, 1505 Elm, Dallas, and BAT-EMLAND, 422 Austin Avenue, Waco.

Bat-Em has operated successfully for fifteen years. The 1937 Bat-Em models are greatly improved!

We offer a plan whereby you can secure first rights in your city to BAT-EM and the BAT-EMLAND Sportland idea . . . backed by Patent and Copyright protection. Write or wire for particulars.

ELECTRO BALL CO., Inc.

Manufacturers and Distributors of "Bat-Em"

1200 CAMP STREET



DALLAS, TEXAS

SANTONE SPECIALS

Gottlieb's Sunshine Derby	\$19.50
Jumbo	20.00
Gottlieb's Baffle Ball	7.50
Rock-Ola's De Luxe	10.00
Rock-Ola Trojan	10.00
Bally Hialeah (Mystery Pay)	35.00
Bally Multiple	30.00
Bally Bonus	17.50
Bally Peerless	20.00
Gottlieb Sunshine Baseball	30.00
Keeney Grand Slam	22.50
Bally All Stars	37.50
Bally Derby	37.50
Bally Natural	30.00
Rock-Ola Credit	25.00
Monopolee	22.50
Keeney's Double Score	17.50
Keeney's Repeater	10.00
Exhibit Top Row	20.00
Keeney Velvet	40.00
Evans' Rou-Lette	40.00
Thoro-Bred (Western Equip. Race Horse)	125.00
Keeney Bowlette (14-ft.)	90.00
Exhibit Rotary Merchandiser (latest model)	150.00
Bally Roundup	35.00
Paces Races (black cabinet)	195.00
Ray's Track	225.00
Punchette (counter game)	5.00
Sandy's Horses (counter game)	5.00
Pamco Plugs	20.00
Jennings' Penny Duchess	25.00
Reel Races	10.00
Gable Jr. Phonographs	49.50
Big Shot	15.00

All machines guaranteed to be in A-1 condition or purchase price refunded in full if returned within five days after receipt of same. Terms: One-third with order, balance C.O.D.

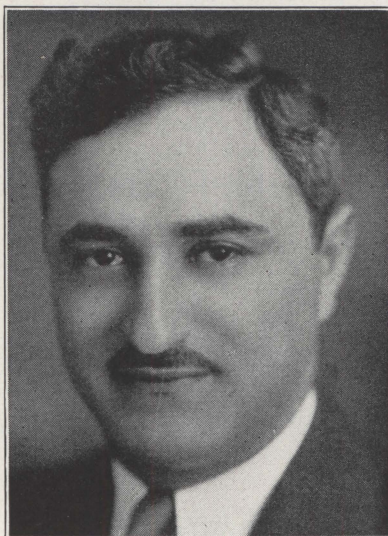
We can make immediate shipment on all models Wurlitzer Simplex Phonographs.

SANTONE COIN MACHINE CO.

1524 Main Avenue
SAN ANTONIO, TEXAS

GOTTLIEB SEES BANNER YEAR FOR COIN MACHINE INDUSTRY

The end of the year is always a time for plans and predictions. We, at D. Gottlieb & Co., on the eve of



Dave Gottlieb

our 10th Anniversary, are planning on the biggest year in our history. I'm predicting a banner year for the entire Coin Machine Industry.

The lid is off the depression and hope is high—people are buying and playing like never before. At the big Coin Machine Show in Chicago, you're going to hear what may make you think another Gold Rush is on.

Even during the depression the popularity of coin machines was a byword over the country. Coin machines are a part of our busy mechanical age, and they've come to stay—they're not just a fad. We moderns are occupied with this and that and the other thing. We haven't time to get out on the diamond and actually sock out a two-bagger; it's only on Saturday afternoon or Sunday that we can even go out to see a baseball or football game. We play the game by proxy, and it's got to be fast and exciting. That's where coin machines come in.

Coin machines represent "play" in this modern age. Now, with more coins jingling in the pockets of the average man, the industry is going to boom.

Better machines than in the past, too, will help to expand the industry. We, at D. Gottlieb & Co., have bent every possible effort to make our machines more attractive. We've approached the problem psychologically—what will attract the player's eye? What devices will give him

the most satisfaction and make him play the game again and again without being bored? What modern trends—such as the streamline locomotives in our game Speed King—can be translated into an exciting game? We attempted to make our machines of better materials, and we've improved our system of production for immediate delivery service. We've attempted to offer better cooperation to operators and distributors. Excellent machines will be seen at the Coin Machine Show—a tribute to the confidence that operator and distributor and manufacturer have in each other—and in the increased popularity of the games themselves among the actual players.

So I say 1937 looks like a banner year for the Coin Machine Industry. Operators and distributors tell us that the trade is on the verge of a boom. And better yet, they've been accompanying their reports with orders for machines that have been making us sweat to deliver on time!

Hats off to the live-wire distributors and operators who will reap a harvest in the prosperous year 1937!

(signed) Dave Gottlieb
D. GOTTLIEB & CO.

The longer we live, the faster time goes. Time is like a ball rolling down hill. With each yard its speed increases.

The reason for this becomes clear if we recall how full and long the days seem when we are placed in a new environment. The first few days of a vacation, if we go to a strange place, seem longer than the succeeding two weeks.



Capehart Congratulates Skeel Ball Winner—One of the many highlights of the Wurlitzer Waldorf-Astoria party for New York operators was the presentation of a Wurlitzer Skeel Ball by Vice-President Homer E. Capehart to S. Stolzberg of Yonkers. This lucky employee of Harry Krinsky, Wurlitzer operator, is shown here receiving his award before one of the most festive gatherings in Gotham history.

'We Recommend
EXHIBIT'S
CHUCK-A-LETTE
"The Classic
"Money Getter"
of all time

Also available as
"JOCKEY CLUB"
with race horse reels and
racing symbols

"The Money-getting Classic of All Time."
7-coin play . . . 15 seconds . . . 35 cents.

Location tested and proven for more than
six months. Enthusiastically endorsed by
operators, locations and players!

Mechanically perfected by 18 months in
the making. Handsome in appearance
. . . fits in the finest furnished club.

Now ready at all Electro-Ball Company
offices.

ELECTRO BALL CO., Inc.

Distributors

1200 Camp St.

Dallas, Texas

Fort Worth

Waco

San Antonio

Houston

Wichita Falls

Oklahoma City

New Orleans, La.

Memphis, Tenn.

Oklahoma News

LEGALIZATION and the 1937 annual Coin Machine Convention at Chicago in January. These two topics hold the spotlight of interest in Oklahoma right now. Get to talking to any state coin machine operator and within two minutes he gets started on one subject or the other. The eyes of the nation insofar as coin operated machines are concerned are upon Oklahoma. December finds the Sooner state bustling with unprecedented activity as it become a veritable Mecca for countless dozens of coin machine men the country over who hope either to get into operation here or to sell equipment to those already on the field, when, and if the legalization goes through.

Big names—some of the biggest known to the business—big automobiles—conferences with state coin machine notables—full hotels—restaurants rushed by unexpected throngs—big deals closed, all this is the everyday thing in the big towns in Oklahoma. They come in from Maine, Florida, California and Washington. They arrive in automobiles and in airplanes. Every train and bus brings more of them. Oklahoma bids fair to becoming one of the most visited places in the country if this keeps up. And it seems destined to go on like this until the state supreme court hands down a final decision some important Tuesday.

Perhaps by the time this finds its way into print the decision will have been made and the fun will either be just beginning or just over. No one can predict accurately just what effect the decision will have either way. But in the meantime, Oklahoma is a mighty important place in coin machine circles and frankly, we're enjoying the distinction and the excitement.

Other states better look to their laurels or Oklahoma is going to carry off all the honors for attendance at the big show in Chicago next month. Take the word of such notables as Charlie Snyder, now a permanent resident of the state, Harold Miller, Jim Boyle, and a number of others, Oklahoma is going to send the larg-

est number of visitors to the convention than any previous year in the state's history. Arrangements were made early with the Santa Fe lines to put on as many special cars as will be needed by state operators and their families, while countless others will make the trip in their own automobiles.

Operators from all over the state are writing us of their plans to attend this greatest of all conventions. Bet you that after it's all over we will have an easier time just telling who all didn't go than trying to list all those who did. Just the other day up in Oklahoma City we learned the names of a crowd who were going but these will only be a drop in the bucket when convention sponsors start counting Oklahoma noses come January 11. Dale Vincent, Edgar Herrick, Jim Boyle, Harold Miller, Jack London, Harry Broida, Jim Ashcraft, Carl Jackson, Bill Huffman and Paul Clay are a few of the Oklahomans you can count upon seeing in the Windy City when the show gets underway. Your correspondent hopes to go too. It will be our first trip to a coin machine convention and we plan to make the most of it. We hope among other things to bring back a whole hatful of news about what we saw and to give you a full report upon Oklahoma's part in the big show.

Miss America of 1956 no less has decided to settle in Oklahoma permanently. For further information just ask the proud parents who are none other than Mr. and Mrs. Harold W. Miller of Oklahoma City. Betty Jo is the name selected for the child who was born at the family home on November 30 and the Millers are willing to admit that she is something rather special in the way of a baby. Betty Jo is their first child. Her father as everyone knows is one of the states big shot coin machine men and is leading in the fight for a favorable decision on the states' slot machine bill.

Howard and Kenneth Weston of the Weston Music Company from out Altus way are really going places with their Wurlitzer phonographs

and report a fine business during the fall and winter. Besides their phonographs they operate some Skee Ball games and are enthusiastic about the popularity of these devices. Next month will find Kenneth Weston at the big show in Chicago where he expects to purchase some new equipment.

Names in the news—just a few of state and out of state coin machine men who were in Oklahoma City the same day we were: Lew Fisher, Dan Calman, Bartlesville; Charlie Dodd, Borger, Tex.; Claude Clark, Columbus, Ind.; Herman Hamilton, Ada; Carl Jackson, Bill Huffman, Jim Ashcraft, Seminole; Fisher Brown, Dallas; Roger Whitfield, Ardmore; L. T. Newlin, Tulsa; Operator McCarty, Clinton; Harry Goldberg, Miami, Fla.; Sam Mayes, of Western Equipment company, Chicago; Operator Gilbert, Ponca City; L. M. Ashbrook, Lawton; Morgan and Smith of Okemah and several dozen others.

Operators in the Tulsa territory report a fine run of business during recent months on the one ball, automatic pay tables which are the type chiefly operated in that oil city at the present time. Tulsa, living up to its usual reputation, will be well represented at the coin machine show in Chicago.

And while we are on the subject of marble tables, a certain state jobber told us the other day that his place had sold more of them during the first two weeks of December than during the entire month of November. They can hardly keep up with their orders, they're pouring in so rapidly, he said. The Bally Preakness continues to be one of the leaders in the selling field as operators are waking up to the fact that it is one of the best games ever to reach Oklahoma.

There is a great deal of buying of equipment and very little of selling among state operators as prospects for big scale operating looms brighter every day. Plenty of slot machines are being purchased while owners of this type of machine are polishing up and overhauling the

(Continued on Page 146)

KEENEY GAMES

J. H. KEENEY & CO.
CHICAGO ILLINOIS



there's a big **WELCOME**

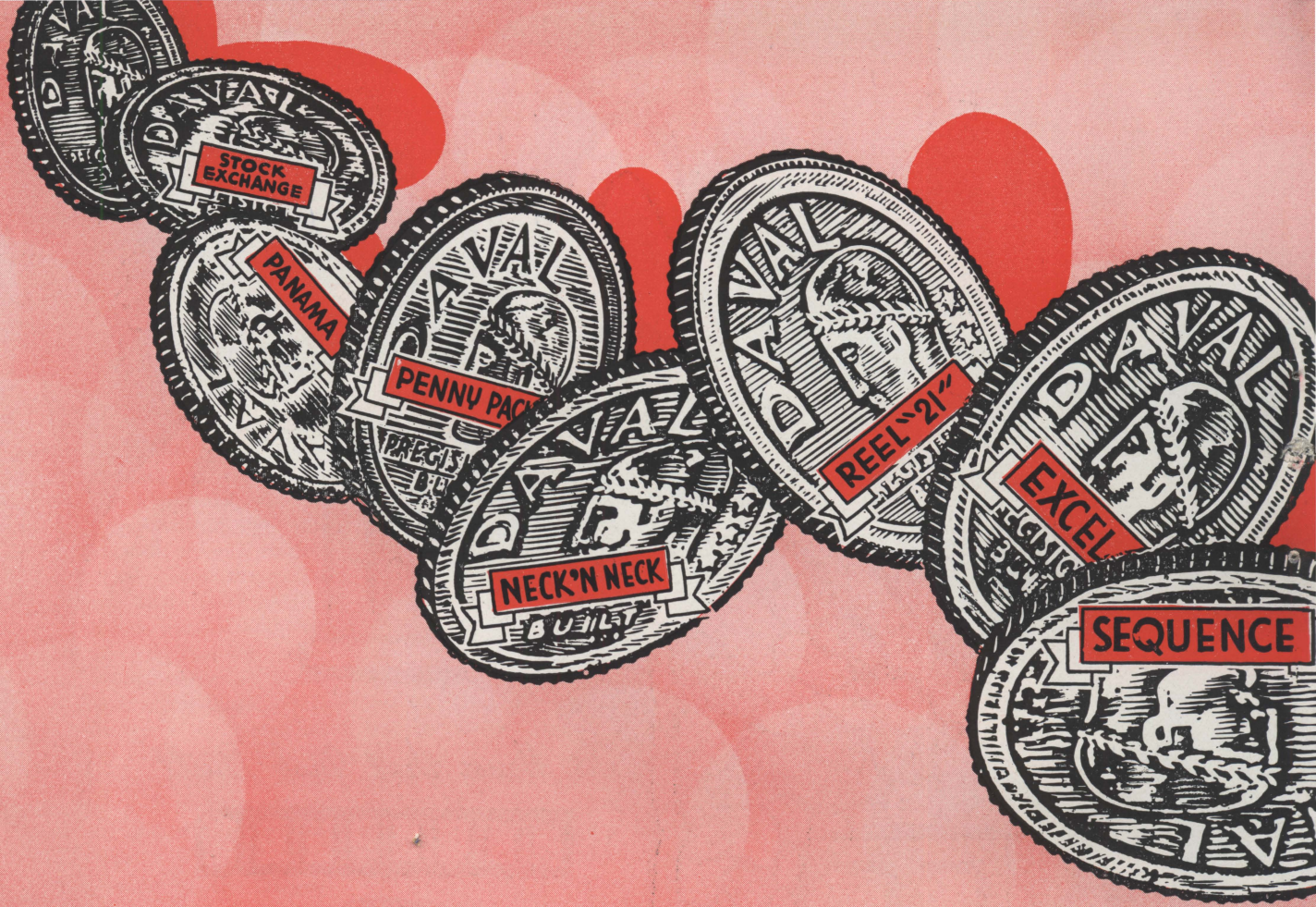
ON THE DOORMAT OF "*The House That Jack Built*"
IN BOOTHS No. 147, 148, 149 and 150 at the

COIN GAME SHOW

AND ALSO AT THE



KEENEY FACTORY
2001 CALUMET AVE., CHICAGO





1936

RECORDED THE GREATEST
CONSECUTIVE UNBROKEN LINE
OF HIT GAMES FROM DAVAL

1937

BEGINNING WITH THE SHOW AT BOOTHS
54 and 55 DAVAL IS READY WITH EVEN
GREATER HITS THAT WILL SUBMERGE ALL
FORMER DAVAL TRIUMPHS

DAVAL
MANUFACTURING CO.
200 SOUTH PEORIA ST.
CHICAGO

OKLAHOMA NEWS

(Continued from Page 142)

ones they have on hand in anticipation of setting them on location in the near future.

The Western Novelty company of Seminole, has moved from 210 North Second to larger quarters in the 100 block on West Oak street. Some idea of the way business has been increasing with them will be gained by our explaining that they now occupy the entire room used until recently by the big Seminole Public library.

Operator Welsh from up Okmulgee way seems to be doing a mighty fine job of operating in his territory. Always one of the live wires in the business he has enjoyed an especially busy fall and anticipates an equally successful winter. He operates virtually all types of coin machines.

Paul Clay of the Clay Novelty Company, Oklahoma City, reports that the coin machine business seems to be hitting a new peak or something in the state this fall. Mr. Clay can remember way back when, since he is a veteran operator of many years experience and one of the first to operate in Oklahoma. He recently transacted business in McAlester and other points about the state.

Mr. Pasciak, North Tonawanda, N. Y., who travels for the Wurlitzer Company, has been calling upon a large number of Oklahoma operators, instructing them in the fine points of operating and servicing the phonographs put out by his company. He arrived in Oklahoma from the West Coast where he spends a large part of his time. Both Mr. Pasciak and Mr. Kramer, Oklahoma City, state representative for the Wurlitzer people, report a rushing business and generally improved economic conditions for Oklahoma territories this fall. Mr. Pasciak, driving a snappy looking 1937 Oldsmobile, certainly looks prosperous enough. Have you ever noticed that coin machine men drive more new automobiles and more expensive ones as a rule than any other group? Must mean something or other.

By the time this gets into print Saint Nick will have made his miraculous annual visit and a brand new year will have triumphed over the old man with the long beard and scythe. Something tells us that 1937 is going to see the coin machine bus-

iness really go to town in a number of localities. Anyway we're hoping so and to all those who happen to read this, we're wishing the very best of everything during the coming year.

WESTERN'S "THREE MUSKETEERS"

The "Three Musketeers" of the automatic industry, Western's triumphant creations that rate as leaders in their respective fields, are Thoro-bred, Center Smash and Harmony Bell.

Thoro-bred holds the unique position in the industry as not only one of the most distinctive machines, but the biggest money-maker ever operated! Western has produced a deluxe race horse machine with all the necessary factors that assure location success. Mechanical perfection combined with a fascinating playing appeal make this machine outstanding among amusement devices.

Thoro-bred's mechanically proven features are a multiple visible slug-proof coin chute, seven coins, a changing odds device for every race and an automatic motor-driven payout unit that pays awards ranging from two to thirty. Completely electrical, the Thoro-bred does not employ tapes or refills, sequences or charting. The Thoro-Bred playing mechanism is enclosed in a cabinet entirely befitting its distinctive design and construction. The cabinet is made of matched walnut wood in

a modernistic design, making it a machine that adds to the appearance of any location.

Center Smash, a 1-ball automatic payout football game, merits a position on any All-American aggregation of outstanding amusement machines. This machine possesses an unusual playing design. A mystery coin chute lights from 1 to 7 college pennants on the backboard, varying the win possibilities, as payouts are only made on the entrance of the ball into a hole which bears the name of a college whose pennant is illuminated. The odds vary from two to forty offering a sufficiently large award to draw heavy play. The illuminated backboard panel is highly attractive and gains the attention of location patrons. The field is colorfully illustrated with action scenes that fully capitalize on the appeal of the popular sport of football.

Harmony Bell, an automatic payout device with flickering lights feature, can be operated individually or with automatic phonographs. It has actually tripled the income of musical machines on many locations by stimulating play. A location patron, playing this machine, win or lose, receives a record selection on the phonograph. It presents a marvelous opportunity to increase phonograph profits tremendously and it is an aggressive money-maker when operated alone.

These three Western Winners, being in such popular demand, are in constant production, consequently immediate shipment is available.



A GAY GROUP AT WURLITZER'S MAMMOTH PARTY—PICTURED in this group at the Waldorf-Astoria Ballroom during Wurlitzer's now famous operators party are included Morris Margulis, Philadelphia operator; Mr. M. C. Parkoff of the Modern Vending Co. and his fiancée; Mrs. Homer E. Capehart; Mr. and Mrs. J. A. Darwin and Mrs. E. H. Petering. With hundreds of others they heard Wurlitzer's Vice-President Homer Capehart deliver a ringing message in which he predicted that the greatest years the coin machine industry ever faced were directly ahead.

THE WORLD

IS WAITING

FOR ROCK-OLA'S

WORLD CHAMPION

1937 WORLD

SERIES



A Rock-Ola



Precision Product

BY ALL MEANS...SEE IT AT THE SHOW!

Exhibit Games Popular Abroad

They do it in England. They like 'em in France, they go for it in Australia. And Scott, Adickes & Co., Ltd., of London provides it in all these countries including India, South America, Africa, New Zealand, Europe, England and practically every civilized country.

Just what is it? Well, it's coin machines and especially Exhibit's Rotary Merchandiser, Chuck-A-Lette, Jockey Club and Shoot-A-Lite.

Dick Scott pictured with Al Adickes is now on his way back to London after visiting several weeks in America and making his headquarters with the Exhibit Supply Company whose products he distributes exclusively abroad.

Scott, Adickes Co. is known the world over and deserves much of the credit for world wide acceptance of Exhibit equipment as the standard for coin controlled amusement, skill and vending machines.

Scott-Adickes has featured Exhibit machines for many years, having pioneered Exhibit's Iron Claw and Novelty Merchantmen digger machines.

At one time in Paris alone there were more than 2000 Exhibit diggers. And annual volume of business through Scott-Adickes on Exhibit machines runs into the thousands. No matter where you go in

this world you can expect to find an Exhibit coin machine slot into which you can put your spare change and get the same amusement you have at home in the United States.

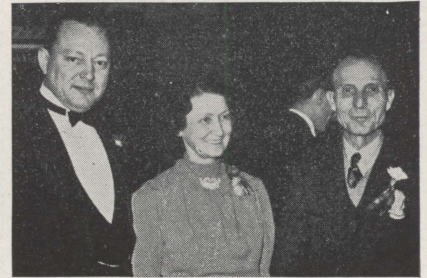
Dick Scott spoke highly of Exhibit's Chuck-A-Lette, Jockey Club and Shoot-A-Lite. Also contracted for an unannounced number of each which is reported to be in the thousands. From all indications "Chuck-A-Lette is the solution to the problem of foreign governments paying their war debts to the U.S.A. It's a cinch that Chuck-A-Lette will get the money fast enough. It's a natural."

Bon voyage, Mr. Scott, and happy days. May you return to America often and make your visits longer. Everyone here in America enjoys your genial personality.

There are locations in which political demonstration is regarded as a success if it develops plenty of brass bands and avoids brass knuckles.

The upturn in business is worldwide. Soon the European nations will be in a position to quit quarreling and go to fighting.

All of us are more effective if we are moved by the spirit of useful service.



They Came From California—Wurlitzer executive, E. H. Petering, greets Operator J. C. Dorser and Mrs. Dorser who traveled from California to attend what is now generally hailed as the greatest party the coin machine industry has ever known. It packed hundreds of Wurlitzerites from all over the country in the magnificent Waldorf-Astoria Ballroom—served them a program of entertainment that they will never forget.

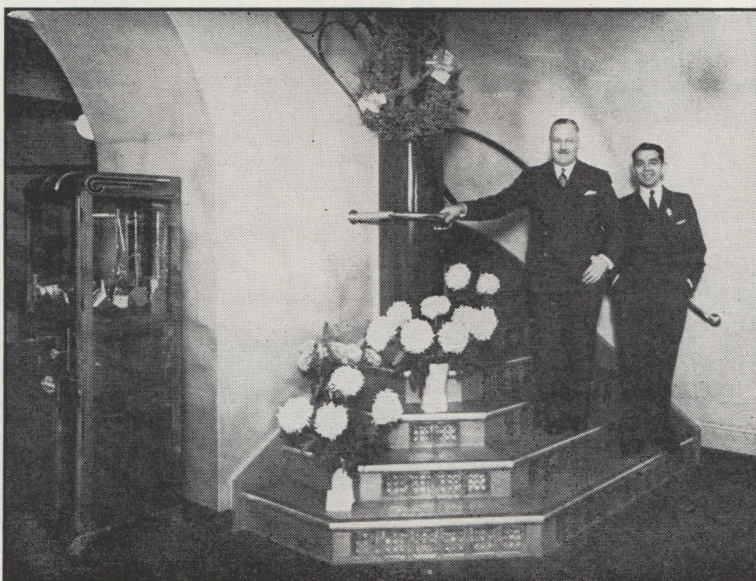
CHERETON FLYS TO CHICAGO

Mr. A. B. Chereton, president of the Electrical Products Company of Detroit, recently arrived in Chicago on one of his famous "flying visits." A brief but intense conference



with his "Windy City" manager, Harold E. Johnson, a tour of some manufacturers who employ Epco products as standard equipment, was the routine order of this busy executive's period of inspection.

Mr. Chereton heads an organization that produces power units for the automotive, radio and automatic fields. The Epco firm was recently granted exclusive Canadian rights for the distribution of Electropak by the Hydro-Electric Commission of Ontario.



Al Adickes (on lower step) and Dick Scott of the London firm of Scott, Adickes & Co., Ltd., largest importers of coin machines in the world. Exclusive Exhibit Supply Company representatives handling Rotary Merchandisers, Chuck-A-Lette, Jockey Club and Shoot-A-Lite. Mr. Scott has just returned from extended visit to Chicago and Exhibit plant.



TRAILER TRAVELS THROUGH OHIO—THE MARKEPP COMPANY, 3328 Carnegie Avenue, Cleveland, Ohio—who also have offices in other Ohio cities—report great success with their “Markepp Trailer.” Here we see the trailer in front of the Toledo branch. Mr. H. R. Lemon is in charge of the trailer, and Mr. E. M. Marley, general sales manager for the Markepp Company, reports that Mr. Lemon recently made a trip all through the state of Ohio, covering 2,500 miles. Practically every city in the state of Ohio has seen this new “Markepp Trailer” of which Mr. M. M. Marcus is justly proud.

GEORGE PONSER TO DISTRIBUTE WESTERN'S PRODUCTS

With the announcement of the Western Equipment & Supply Company's affiliation with the George Ponser Company, Inc., two of the largest organizations in the coin machine industry join forces, forming one of the most powerful combinations to ever promote amusement devices.

Western, headed by Jimmy Johnson, is famous from coast to coast for its creation of outstanding automatic machines, and George Ponser

is known throughout the whole eastern section as an aggressive and top-ranking distributor. With Western supplying the machines and Ponser Company, not only stimulating sales, but providing complete facilities to operators and jobbers, officials of these organizations look to the future with more than mere confidence.

George Ponser Company, Inc., will handle Western sales exclusively in the four eastern states of New York, Pennsylvania, New Jersey and Maryland. Ten experienced contact men form the working structure of this streamlined sales organization.

Experts in every phase of the business they are completely familiar with the needs and demands of the operators and jobbers in their territories. Mr. George Ponser, head of this organization is one of the pioneers in the coin machine industry. His popularity with the entire automatic field is unquestioned. Mr. Ponser in commenting about his organization's association with the Western concern said: “I have always admired not only the brilliancy of Western productions but the men holding down the executive positions, Jimmy Johnson, as chief executive, I consider to be one of the most colorful and major factors in this business. Frankly, I am proud to be affiliated with Jimmy, and needless to say, I'm certain of our mutual success.”

Western Equipment & Supply Company is considered to be one of the superior manufacturing concerns in the country. It has established an ironclad reputation for thorough mechanical production and cleverly designed playing mechanisms.

Mr. Johnson, of Western, was obviously happy about the association between his concern and the eastern company. His following statement clearly expressed his confidence in Mr. Ponser and his sales force. “I have for sometime contemplated this action and would have given it much consideration. Knowing Mr. Ponser for quite a long time, I am thoroughly familiar with his policies and his fine record. Therefore, it is with much optimism that I look forward to a highly successful tie-up with him. I am convinced that this combine is one of the biggest things that ever hit the eastern section. I will not be surprised to see a tremendous boom, resulting from the joining of the Western Equipment and Supply Co., and the George Ponser Co., in the eastern sales territory.”

Operators and jobbers in the states of New York, Pennsylvania, Maryland, and New Jersey are advised to inspect the Western line as displayed by the Ponser Company. Officials of both companies herald these “Western Winners” as the greatest money-makers ever to come east.

Nothing is quite so disconcerting as to save \$5.50 by eating cheaper lunches for a month and then find that some member of your family has blown in \$15.35 on a long-distance telephone conversation concerning nothing in particular.

SUBSCRIPTION BLANK

Automatic World

P. O. Box 765,
Fort Worth, Texas.

\$1.00 FOR 1 YEAR

\$2.00 FOR 3 YEARS

Enclosed find Dollar(s) for
years subscription to your magazine.

Name

Address

City or Town State

Operator Jobber Manufacturer



Now Ready for Delivery in the *SOUTH and SOUTHWEST* TARGET ROLL 9 FT. JUNIOR “Fits All Locations”

JUST CHECK THESE 7 NATURAL FEATURES!

- 1 Takes up no more room on any location than the ordinary senior sized pin game. That's why TARGET ROLL JUNIOR is WELCOMED by ALL LOCATIONS!
- 2 Earns five times the PROFITS of a pay table—REMAINS ON LOCATION INDEFINITELY! Outlasts all other types of games EVERYWHERE!
- 3 Completely CHEAT-PROOF in EVERY WAY! Built by an EXPERIENCED manufacturer who KNOWS what the operator NEEDS!
- 4 EASIEST SERVICING game EVER BUILT! Just lift up alley to get to all parts. QUICKLY! EASILY! No fuss—no trouble!
- 5 Completely PORTABLE! Removable light-up back board and legs makes TARGET ROLL JUNIOR easy to handle—easy to transport!
- 6 TARGET ROLL 9 FT. JUNIOR is REPLACING the larger sized Bowling Alleys EVERYWHERE! It FITS ANY LOCATION! It's the MOST BEAUTIFUL, MOST PERFECT, MOST COMPLETE game in HISTORY and at the LOWEST PRICE!

*and 7 is the
LOWEST PRICE
in the INDUSTRY*

\$169⁵⁰

TAX PAID
F.O.B. NEWARK

WASHINGTON DISTRIBUTOR
SILENT SALES SYSTEM

1923 Fourteenth St., N.W., Washington, D. C.

BROOKLYN REPRESENTATIVE
TARGET SALES COMPANY

1446 Bedford Avenue, Brooklyn, N. Y.

TARGET ROLL DISTRIBUTING CO.

127-139 FRELINGHUYSEN AVENUE

NEWARK, N. J.

Bally STEALS THE SHOW AGAIN WITH FAIR GROUND

GREATEST
1-SHOT
AT THE SHOW

SEE THAT NEW
GIANT
BACKBOARD

MULTIPLE
COIN-CHUTE
PERMITS 4 TO PLAY

PAYOUTS
MULTIPLIED
BY NUMBER OF COINS
PLAYED-UP TO 4

ODDS CHANGE
FOR EVERY COIN
PLAYED

1 TO 7
SELECTIONS
EVERY GAME

28 WINNERS
POSSIBLE EVERY GAME
PAYS ON WIN, PLACE,
SHOW AND 4TH PLACE

\$8.00 TOP
WHEN 4 COINS
ARE PLAYED



See it at **BALLY'S BOOTHS 19 · 20 · 47 · 48 · 217 · 242**
or write **BALLY MANUFACTURING COMPANY** 2640 BELMONT AVE.
CHICAGO, ILLINOIS

Again Cautions Music Operators on Programs

David C. Rockola Recommends Phonograph Men
to Guard Their Investment

A recent gathering of music operators was in progress in the new Display Room of the Rock-Ola Manufacturing Corporation, when Mr. David C. Rockola was asked to further voice his opinion of the music business in general, and the present record situation in particular.



David C. Rockola

In his straight-from-the-shoulder way, Mr. Rockola stated:

"Gentlemen, right at this very moment, in various sections throughout the country, local authorities are finding fault with various types of coin-operated machines. This includes all types of machines in different localities—except phonographs.

"Authorities all over look upon phonographs as real American entertainment, and also look upon the operator of phonographs as a reputable business man of character, the same as any other responsible business man in any community.

"Now, I am not necessarily one of the conservative type. I enjoy a good time, and a good story, just as well as the next fellow but, at the same time, I feel that the use of suggestive songs and questionable "ditties" are jeopardizing the good, clean,

well-established and well-thought of legitimate business of the music operator.

"People can be very modern and liberal and believe in all the rights of American Liberty, and still dislike to take their wives or children someplace where they will, unconsciously and unintentionally, be compelled to hear ribald words on a phonograph record instead of a popular number created by a real composer, 99 per cent of whom compose their music and lyrics for the 99 per cent of American people who are clean, decent and moral.

"The best concrete proof of the fact that a vast majority of people not only do not approve "smutty" records, but on the contrary actually detest them, is best evidenced by the tremendous number of letters I received, following my recent article on this subject, most of the letters coming from operators themselves, who were quick to realize that questionable records jeopardize their present investment and their future progress as music operators.

"These letters, received from practically every section of the country, very forcefully stated that they were looking ahead to the harm which, undoubtedly, could be done if a few short-sighted operators insisted upon forcing obscene records upon a public which certainly does not want them.

"No one can dispute the fact that the Song Hits of our Nation are always those which are uplifting and inspiring. For ten consecutive weeks, the choice of America in popular music was the Song "Did I Remember?"—a beautiful, wholesome number which, throughout practically the entire Summer, was the dominating Song Hit, not only of this country, but of the entire world.

"Among others were "When Did You Leave Heaven?"—"A Star Fell Out of Heaven?"—"I'll Sing You A Thousands Love Songs?"—"The Way You Look Tonight?"—"Pennies From Heaven?"—"A Fine Romance?"—and the present leading Song Hit—"In the Chapel, In the Moonlight"—These are the outstanding choice

of songs, demanded by 98 per cent of the American Public today, and can you find the slightest semblance of anything off-color or suggestive in any way in the really popular songs of today?

"True, there are a great many so-called "swing" and "hot" numbers, but they are an accentuated syncopation or, of a fast, snappy rhythm—but even these are clean in words; in almost every instance, they are merely "fast time," rather than with a "fast" set of lyrics.

"There is a marked distinction between "hot" records and "rot" records."

EARL MONTGOMERY — "THE BIG MAN FROM THE SOUTH"

Earl Montgomery of 167 South McLean boulevard, Memphis, Tenn., continues to represent the Rock-Ola products in Arkansas, Mississippi and Tennessee.

Mr. Montgomery has firmly entrenched himself into the hearts of all operators in these states, having taken care of their needs for many years.



Earl Montgomery

Mr. Montgomery is looking forward to his visit to the Coin Machine Show, to renew acquaintanceship with old friends throughout the country.

"Earl" is very lavish in his outlook for the coming year of 1937, and it is said that he has secured more orders for Rock-Ola's "Rhythm King" in the past sixty days, than the total number of his phonograph orders during the past six months time.

"Earl" is a well-known figure to everyone in Memphis, where he has a host of friends locally.

Locusts are good bait for catfish, but that doesn't mean the catfisher has to wait another 17 years before trying his luck.

**News from the Office of
Automatic Amusement Co.
Fort Worth, Texas**

Congrats are in order!—Mr. Ben Hofer of New Braunfels, Texas, who is a very wide-awake operator in that territory, married Miss Stella Wolfshohl of Kingsbury, Texas, on December 3rd, and we wish them just lots of luck. Come to see us, Ben, and bring the bride.

* * *

Also—Panther Novelty Company of Fort Worth lost their handsome bachelor when J. B. Livingston married Miss Virginia Ferris on December 5th and we know J. B. needs congratulating.

* * *

Harvy Mize astounds us with the statement he has never been out of the state of Texas. Tom Murray says he'll be his special guide and show him how to look at the tall buildings without attracting attention and spraining his neck, if he'll crawl aboard that Texas Special to the Coin Machine Show in Chicago.

* * *

Visitors in and out lately have been N. L. Ligon, Jack Sportt, M. C. Aldrich, E. B. Day, Jack Lee Neill, T. H. Brown, H. W. Carpenter and that round-abouting General Manager S. L. Stanley of Automatic's Memphis office.

* * *

On our sick list: J. W. (Dad) Johnson, one of Fort Worth's oldest operators, is up again and has gone to Amarillo to spend the Christmas holidays with some of his kin peo-

WHAT'S IN IT FOR YOU?

Electrical units may not show on the playing field, but they often make a whale of a difference on your profit and loss statement. Profit by our years of experience as the largest suppliers of the coin machine industry. Follow the example of leading manufacturers. Insist that the machines you buy be electrically equipped by

GUARDIAN  ELECTRIC
1621 W. Walnut St. **CHICAGO, ILL.**

ple and thoroughly get well. "Mac" McCaleb phones that he is feeling much better and as soon as that broken back mends completely—Mac will be back on the job at the Big State Novelty Company.

* * *

Automatic is closing the 23rd—giving their employees a four-day

Xmas vacation and Helen Savage is heading for Memphis, Tenn., to see her mother and brother. So Merry Xmas and Happy New Year, Everybody!

Some experiences which appear to be disasters become, in retrospect, veritable life-savers.

Silence breeds respect.

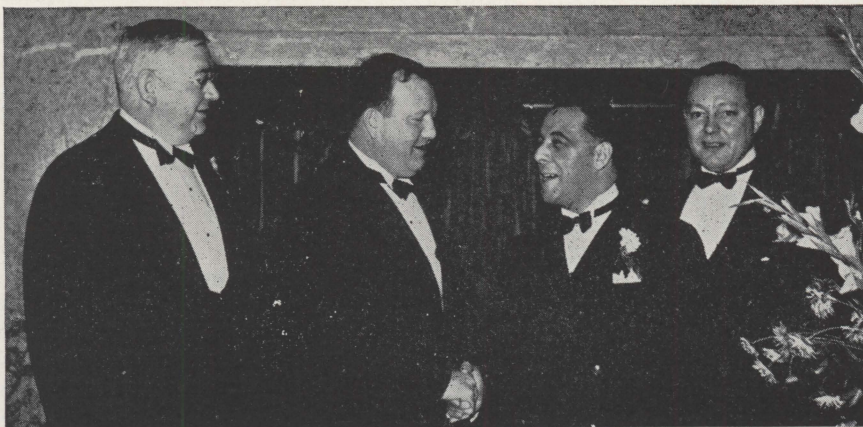
Good thoughts and good things do survive in this world.

There is a good deal of difference between selfishness and greed.

It takes courage to push your luck, and intelligence to know when to stop.

The ideal husband seems to be a law-abiding fellow that no other woman would take as a gift.

The first thing a business man must learn to do is to face the facts, ugly though they be.



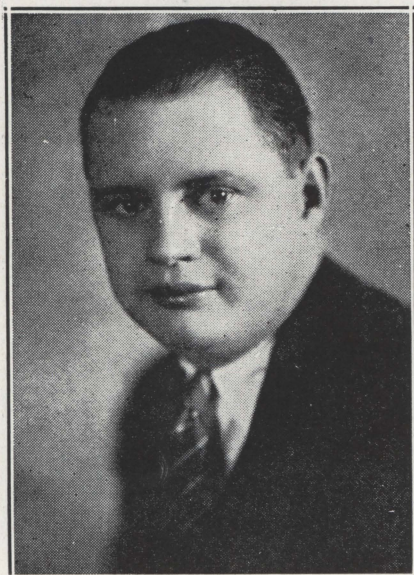
CONGRATULATIONS ALL AROUND. LEFT TO RIGHT: J. A. DARWIN of the Rudolph Wurlitzer Company; Homer Capehart, Vice-President; Nat Cohn of the Modern Vending Co., and E. H. Petering of the Wurlitzer organization snapped at the speakers' table at Wurlitzer's sensational New York party for operators. Capehart was later presented with a gold wrist watch by New York operators—hailed as one of the greatest men the coin machine industry has ever known.

1937 Coin Machine Show to Be Record Breaker

By Joe Huber
Huber Coin Machine Sales Co.

Just as Convention Manager Joe Huber predicted, the 1937 Coin Machine Show will by far surpass any previous one.

In addition to last year's space, the show committee had to take over the



Joe Huber

Grand Ball Room for additional space. The 1937 exhibits will be held in the main exhibition hall, entire mezzanine floor and the Grand Ball Room.

Out of a total of 258 booths which were made available for exhibits, there are only a few left unsold. These few will be sold long before show time.

Every manufacturer of coin-operated machines, equipment, supplies, etc., will be represented at this year's show. It will be the greatest gathering of coin machine exhibitors in the history of the coin machine industry. Additional exhibitors are Acorn Sheet Metal Works, Chicago, and Superior Confection Co., Columbus, Ohio.

This year's show is for the coin machine trade only. The general public will not be admitted. Admission will be by special ticket only. To secure these tickets, operators should get in touch with their jobber, distributor, manufacturer or with the National Association of

Coin-Operated Machine Manufacturers, whose address is 120 South La Salle street, Chicago. Application should be made before coming to Chicago.

Valuable Prize to Be Given Away Free

A beautiful brand new Studebaker de luxe sedan, or a Hayes motor home trailer will be given away as first prize. In addition to these, other valuable prizes will be given free.

Every operator will get a crack at these valuable prizes. Why not come and take some of them home with you?

This year's banquet and entertainment will by far surpass any which we have ever held. Two thousand dollars have been appropriated for the floor show alone. The best talent available has been procured for this night of nights.

Visualize this large gathering of coin machine men, their wives and sweethearts, wonderful eats, big stupendous sensational floor show, and dancing till the wee hours of the morning—a night you will never forget—that's what's in store for you.

The convention committee for the 1937 Show is as follows: Chairman, N. Marshall Seeburg, J. P. Seeburg Corp.; A. G. Bradt, G. M. Laboratories; A. E. Gebert, Advance Machine Co.; Homer E. Capehart, Rudolph Wurlitzer Co.; L. W. Gensburg, Genco, Inc.; J. H. McMahon, H. C. Evans & Co.; Ted Stoner, Stoner Mfg. Co.; Ode D. Jennings, O. D. Jennings & Co.; Leo J. Kelly, Exhibit Supply Co.; D. W. Donahue, Mills Novelty Co.; D. C. Rockola, Rock-Ola Mfg. Corp.; W. A. Tratsch, A.B.T. Mfg. Co.; Joe Huber, Huber Coin Machine Sales Co.

Chairman of the entertainment committee is A. E. Gebert, assisted by Leo Kelly and Lou Gensburg.

Marshall and his committees have done a splendid job in helping Joe Huber put over this stupendous affair. One that will go down in the annals of coin machine history as one of the greatest, if not the best ever held.

The annual election of officers will be held by the National Association of Coin-Operated Machine Manufacturers during the convention.

Don't forget the dates—January

11, 12, 13 and 14, 1937. Place: Hotel Sherman, Chicago, Ill.

Banquet Tickets

The 1937 Coin Machine Show banquet will be held Thursday evening, January 14, at the Hotel Sherman, Chicago.

The Grand Ballroom including the foyer and balcony will seat approximately 1350 persons.

One the first floor (just above the mezzanine) tables will be set in the West Room, Crystal Room, Louis XVI Room, Grey Room, and Rose Room, for a total capacity of approximately 1200. In all locations guests will be seated around tables of eight.

Please use the order form below to indicate your requirement for banquet tickets, enclosing check in full for the number ordered. Where an exhibitor's order for tickets exceeds ten for each display booth occupied by him on the exhibition floor, the committee reserves the right to limit the number of tickets assigned to that exhibitor.

Please forward your order and check at once so that banquet tickets may be assigned promptly. The committee does not guarantee to provide banquet tickets on any orders received after December 28.

C. S. DARLING, Sec.

NACOMM,
120 S. LaSalle Street,
Chicago, Ill.
Gentlemen:

Enclosed please find our check for \$....., for tickets to the 1937 Coin Machine Show banquet, Thursday, January 14, 1937, at \$3 each. In case our order exceeds ten per exhibit booth occupied by us, we understand the committee reserves the right to limit the number of tickets assigned us, if the demand for tickets make such a step necessary.

Company
Address
Signed
Date.....

"You remember when you cured my rheumatism, a year ago, don't you, Doc?" asked the patient, "and you told me I should avoid dampness?"

"Yes, that's right, replied the medico, approvingly.

"Well, I've just come back to ask if you think it would be safe for me to take a bath?"

In Appreciation

One of the joys (all too few) of editing a trade publication is that at least once a year, sometimes oftener, flowers come to our desk from the friends we serve. And so it is that on this happy Christmas occasion AUTOMATIC WORLD is the recipient of a flood of remembrances. They have come from east and west, from north and south, from operators, jobbers, distributors and manufacturers, and they bear such a genuine air of sincerity that they, indeed, warm our hearts and make us for the moment forget the perplexities and labors of the day and revel in the thought that our efforts are appreciated. After all, this feeling of having been in some degree helpful to our fellow man is worth more than the dollars we receive for our services.

We wish that we might acknowledge each cheering message through these columns, but as these lines are being penned the messages are still coming in and manifestly it would appear partial if we mentioned some of them by name when all cannot be listed. So, we trust that all will accept this acknowledgment as if it were personal. In return, we wish to express our appreciation of your good will and to extend to each of you and all other readers our sincere wishes for a year of happiness and prosperity.

ROCK-OLA APPOINTS NELSON VICE-PRESIDENT

Jack Nelson, General Sales Manager of the Rock-Ola Mfg. Corporation, has been promoted to the office of Vice President of this Concern.

Steady progress, through increased business in all divisions of the Rock-Ola Corporation has forged the organization ahead in a healthy stride.

Nelson entered the manufacturing business last June after serving 21 years on the Billboard. He will continue to hold down the position of General Sales Manager, and will now carry the title of Vice President in charge of Sales.

In discussing future prospects in the Coin Machine Industry, Nelson said: "The present trend in the coin machine business today should be encouraging to everyone connected with it directly or indirectly. Never in the history have prospects been so bright for the up and coming alert coin men. The country is prosperous and there is plenty of money. If coin men will serve their customers correctly they will prosper just the same as all other business

men. It would not be natural for coin machine business to go backwards with all other industries forging ahead in leaps and bounds. To the contrary, after plowing through the depression, bank holidays, and many other obstacles so successfully the coin machine men should find the going easy now, with the excellent conditions that confront them."

"And looking back just a few years," said Nelson, "it is plain to see the progress shown in the coin machine industry. It is only a short while ago that games sold for \$35 and \$40, and it required hard, concentrated selling on the part of the manufacturers to build up the demand. But with their comparatively small factories and limited manufacturing equipment at that time, the business forged ahead.

Today, with coin operated equipment selling for \$100 up to \$400 and \$500, it is more difficult than ever for manufacturers to supply the demand, although plants have been increased in size many times, and millions of dollars worth of modern manufacturing equipment has been added.

This worldwide increased demand for quality equipment proves one

thing conclusively, and that is, that operators have shown great progress. The operator is proving by his purchases that quality equipment can be operated most successfully and, in the long run, more money is made with the modern equipment of today costing three and four hundred dollars, than the games a few years ago, costing much less."

The Rock-Ola Corporation, occupying the largest plant in the coin machine business, is now working at the rate of three, eight hour shifts, a day and 1100 employees are busily occupied in the manufacturing of RHYTHM KING PHONOGRAPHS, TOM MIX RADIO RIFLES, ROCK-O-BALL Bowling Alleys, Scales, Pin Games, Parking Meters, and a large variety of High Quality Furniture. The Rock-Ola Factory is known as the most modern and complete manufacturing plant in the Central West and occupies a space of 2 1-2 square city blocks.



VINCE SHAY, GENERAL SALES Manager of Mills Novelty Company, Chicago, taking orders for Mills new Cherry and Bonus Bells.

A bashful young ducky had not the courage to pop the question.

Finally, one Sunday night, he said: "Julia, yo' remembers dat I was heah Monday night?"

"Yes," Julia replied.

"An' dat I was heah Wednesday and Thursday?"

"Yes."

"And once mo' on Friday and ag'in last night?"

"So yo' was."

"And I is heah tonight."

"Yo' shore is."

At last, in desperation, he burst out with, 'Say, woman, doesn't yo' smell a rat?'

New Orleans and Louisiana News

CONDUCTED BY

ADAM LEIDENHEIMER

THE black derbies will be there at least thirty strong. Such is the promise of members of the New Orleans coin machine colony who have elected to make themselves conspicuous at the big Chicago show by wearing ebony top-pieces.

The whole idea started when four members of the Crescent Association popped up at a recent meeting wearing the Fifth Avenue fedoras atop their pates, one of these being no less a personage than the honorable president, Julius Pace himself, and so everybody has since gone shopping to match the "head man's"

Although original plans to unite with other communities or states for the trek to the convention appear to have fallen through, no one here will doubt that Louisiana will have the biggest representation when the sessions are called to order this time in the history of the coin machine industry. It is particularly encouraging to see so many wives accompanying the operators this time and going because they are honestly anxious to see what looks like the grandest show on record and not because they want to keep their eyes peeled on one good husband.

The party is being planned in New Orleans by Julius Peres, secretary of the coin machine men and president of the music operators. Jules has already reserved two Pullmans and says that assured requests for berths come pretty close to filling these two cars to the brim with signs that many others may yet announce they will join the group. Not less than a dozen other ops will attempt the trip by automobiles.

With the wishing of a happy and prosperous new year this time, coin machine men of the Deep South are actually believing that they are wishing each other something that is almost a certainty for 1937. Why shouldn't 1937 bring the biggest year of any experienced with the many new ideas in games soon to be put on display at the big convention and business stepping in this section at a rate unseen for many years of the past. Everywhere are reports of

the biggest Christmas business done in recent times with large factories paying bonuses, giving raises to employees and paying big cash dividends, all of which should combine to bring about a heavier circulation of money. Money that must find itself going into the thousands of machines on location ready to give a more prosperous average man many hours of honest-to-goodness thrill and enjoyment. For after all, there isn't a reformer in the land who can even suggest anything that beats the thrill of hitting the right combination or the jackpot. Real wholesale thrills that every average American looks for, wants and is going to get even if he has to search far under the surface of the earth or a thousand feet above. Americans are known for just going so far to get the things they want and from where we look, Americans do and will always want the enjoyment of clean fun like the modern coin machine or phonograph.

Distribution of the full line of pin games of the Western Equipment and Supply Company in this territory has been placed in the capable hands of the American-Southern Coin Machine Company of New Orleans, Ed Rodriguez, head of the American-Southern, announced recently. Ed says he believes that Top 'Em, Thoro-Bred and Center Smash are outstanding games and that he "gets a break in getting the opportunity to sell such a fine array of money makers." Center Smash, of course, is his favorite since Ed has been named a member of the Loyola University's football ballyhoo committee for the 1937 season when the Wolves take on one of the biggest schedules in its history.

Congratulations to Harry Batt for his fine showing at the annual Recreation Park Association's convention where he was awarded the \$25 first prize for outstanding single exploitation of 1936 at his pleasure resort, Pontchartrain Beach. Harry also made the outstanding speech of the conference and other-

wise did himself and his many friends proud. Harry is a member of the firm of Dixie Coin Machine Company and operator of the B & M Sportland on the main street of New Orleans. However, his happiness was shortlived immediately after his return to New Orleans when his grandmother, Mrs. John W. Batt of Baton Rouge, passed away at the ripe old age of 84 years, just a couple of weeks after she and her husband had celebrated their 59th wedding anniversary.

The Bakers have it. Yes, for days the Coin Machine Row of New Orleans sat on the edge of their seats to see what was coming in the direction of the George Baker home and sure enough, it was a boy. Yes, he will be named George too, but old George says "Please don't refer to him as Junior. He has his mother's family name in the middle."

Joe Lucia, head of the Capital City Novelty Company at Baton Rouge, reports the biggest day in his coin machine experience on November 28, when thousands flowed into town for the big annual Tulane-LSU game. "Oh, for more and bigger football games like this one and I could buy that new car I've been wishing for," Joe says.

There is a saying that you can't beat the sincerity of a child. Little Jerry Germensis, Jr., was given 75c recently by his dad and told to go out and find some way to amuse himself for a while until his dad finished talking over some serious business deal, when Little Jerry, 8 years old, was spending the afternoon at his dad's office. In about 45 or 50 minutes the little fellow returned and had spent all of his money. "But dad, I really did have a fine time with the money you gave me. I played a Skee Ball machine down the street all the while."

"A real son of his father," Jerry says. Jerry, as you know, is one of the biggest Wurlitzer wholesalers in

the South and he swears that he had never suggested to his son to ever play any coin machine.

During the early part of December two of Mills Novelty Company's Southern sales directors spent several days on an extensive tour of the state and announced after their trip that they found conditions very satisfactory throughout Louisiana. They were E. M. Thomas, district manager in Louisiana, Mississippi and East Arkansas for the firm, and E. B. Jones, zone sales manager, working out of St. Louis. Both conferred in various Louisiana communities with Mills operators and placed many orders for new Do-Re-Mi's and Swing Kings doing so.

As this was being written we learned with deep-felt regret of the sudden death of little Bryan Pierce, 2½-year-old son of Elmo Pierce, popular operator of New Orleans. Suffering from a heavy cold, the little fellow contracted pneumonia. The Pierces have one other younger child.

An operator with an extreme look of disgust on his face walked into a certain Louisiana distributor's office last week and solmenly requested that the man in charge give him: "A pin game that is as solid and sound as a healthy woman." And everybody standing in that office will attest to the fact that the man was really serious and to his complete satisfaction bought a counter game which he carried away with him in a cash transaction.

T. E. Odder, one of the well-known Baton Rouge operating brothers, was seen walking up Third avenue in that city the other day dressed up like, well, like a Christmas tree. Come on, T. E., is it serious this time, or will it pass off like the others?

R. H. McCormick, Dallas, Atlanta and New Orleans divisions manager for Decca Distributing Corporation, reports heavy sales of recordings throughout the South with the Jan Garber group and selections from Bing Crosby's latest flicker, "Pennies From Heaven," running out in front. Mac is another fellow who is highly enthusiastic over prospects for the coming year in the music machine business.

Trippie's Clearance Sale

CASH -- No Trade At These Prices

AUTOMATIC PAYOUTS—All Guaranteed—Ready to Operate

Ace	\$17.50
Auto Punch (Counter)	15.00
Alamo	32.50
All Stars	52.50
Bally Derby	52.50
Big Shot (1 Ball)	25.00
Blue Bird	50.00
Bonus	39.50
Brokers Tip	32.50
Challenger	45.00
Champion (10 Ball)	7.50
Club Vender (Counter 1c Cigarette)	17.50
Cocktail Hour (10 Ball)	25.00
Coconuts	25.00
Daily Limit	27.50
DeLuxe 46	15.00
Double Score	25.00
Fortune	15.00
Flicker	62.50
Galloping Plugs	32.50
Giant Movie Bank	69.50
Grand National (Oak Cabinet)	15.00
Grand Slam	29.50
Hialeah	32.50
Jumbo (1 Ball)	32.50
Jumbo (Ticket 1 Ball)	45.00
Hollywood	15.00
Hit or Miss	7.50
Monopolee	25.00
Multiple	50.00
Mysterious Eye (Counter 5c)	15.00
Match Play	15.00
Natural	39.50
New Yorker	7.50
One Better	75.00
Paces Races	200.00
Pari-Mutuel	52.50
Palooka Senior	50.00
Peerless	39.50
Prospector	22.50
Punch-A-Lite (Counter)	15.00
Put 'N' Take	10.00
Reliance (Dice)	49.50
Rocket (New Model)	7.50
Sunshine Derby	25.00
Roulette (Evans)	111.50
Sportsman	7.50
Tycoon	35.00
Western Races (Multiple)	32.50
Western Sweepstakes	12.50

TERMS: One-third Deposit, Balance C.O.D.

IDEAL NOVELTY CO.

1516-18 Market Street

ST. LOUIS, MO.

1937 — Chicago — Show

By W. C. DILLON

As a magazine man I have been privileged to go behind the scene of different coin machine factories at Chicago, and see some of the machines that are being groomed like race horses ready for the grand opening of the Coin Machine Show, January 11th.

Having seen these machines, also pictures and descriptive matter of those being prepared by factories away from Chicago, I must say it is decidedly to the interest of every man engaged in the coin machine business throughout the country to be at the Chicago show. Even though he has to see his "Uncle Charlie" to raise the wherewith all to cover the trip.

The wonders of some of the new machines that will be displayed will knock you for a loop. I could tell you about some of them, but it would be "spilling the beans." There of course will be on display the proven machines, that are now clicking on locations and making money, many just as interesting and profitable as the new machines that will be "sprung."

With all business advancing greater than at any time during the past seven years, operators can invest in machines and receive greater returns today, than can be expected through any other investment during 1937. In no other industry is the field as fertile for profit.

To see a coin machine show such as this one is to be, the largest, with the greatest number of exhibitors, and the finest machines ever displayed, will surely be a great satisfaction to the pioneers who have battled in building up the industry. Men such as Jennings, Mills, Rock-Ola, Watling, Pace and others who put the first "triangles" on the youngster.

Since 1900 a great many millions have been spent in the development of the coin machine industry. As the result of past experience and recent development, machines will be at the show such as engineers have had visions of perfecting but have not

done so due to prevailing business conditions.

Now all business is moving, and operators are lucky to have had developed for them the wonderful profit making machines they will have to select from at the show, where there will be machines for every class of location. Machines that vend everything from liquids, to merchandise. Some for skill, others for amusement. There will also be coin locks for service, one of which is not popular when delaying a forced landing.

He who hesitates to invest in the coin machine industry at this the beginning of 1937, and go along with the business current that is well under way, will awaken later to nurse his grief over his inaction. The time to hit the ball is when every one else is. Get action at locations with machines that apply to them, and connect up with your pro-rata part of the billions that are now being put into circulation. The public wants the service that this industry is in position to give them, they want the machines, it is the operators job to see that they get them.

Investing money at this time is not taking a chance for reasons that are decidedly obvious. Let us view the facts as they exist at this time. In every paper in America of importance during the last part of December has been the reports of general business forging ahead, of the holiday buying that set a seven year record, of nearly all industry gains, of auto output spurts, and steel shares climbing, with commodity prices soaring, with seasonably adjusted averages to the highest level of the post-depression revival and above the 1929-30 average.

It is safe now to invest in the latest type of machines to open new locations, or put life in old ones, also to replace machines that are obsolete, as can be understood through a study of today's business conditions.

December mail broke all records of post offices throughout the United States. There was the largest Christmas buying rush in seven years.

Merchants reported a widening interest in higher priced articles and luxury items, with jewelry and furs favored. Wholesale houses had insufficient merchandise for reorders in some lines.

Every important industrial group has contributed to general business improvement. Steel production, cotton manufacturing, and electric power output rose to new peaks for 1936. Steel mill activity climbed above 79 per cent of plant capacity on the heaviest demand since 1930. Automobile makers, railroads, and hundreds of small steel users swamped producers with orders. Three steel companies were operating at 100 per cent of capacity and some others were running above 90 per cent. A month ago operations averaged 75 per cent and at this time in 1935 a rate of 55 per cent was in effect. Plants are now striving hard to fill the tremendous tonnages booked in the last few weeks. Employment in the steel industry in October was 15 per cent above that for October 1929, and pay rolls were \$1,000,000 more than the 1929 average, the American Iron and Steel institute reported recently.

During the week ending December the 12th, generation of electric power increased to 2,278,303,000 kilowatt hours, a figure which was expected to establish a high mark for the year, but which reports coming in expect to see broken with power output for the week ending December the 26th. Sales of electric refrigerators during 1936 exceeded 2 million units, a new record. The industry expects to market 2½ million during 1937. Estimated sales of electric ranges for 1936 were placed at 300,000 units, compared with 215,000 in 1935. In the coming year 420,000 are expected to be made and sold.

Automobiles rolled off assembly lines establishing all time records during weeks at the close of the year.

Cotton manufacturing activity was speeded up in the wake of heavy retail sales. Current levels are the

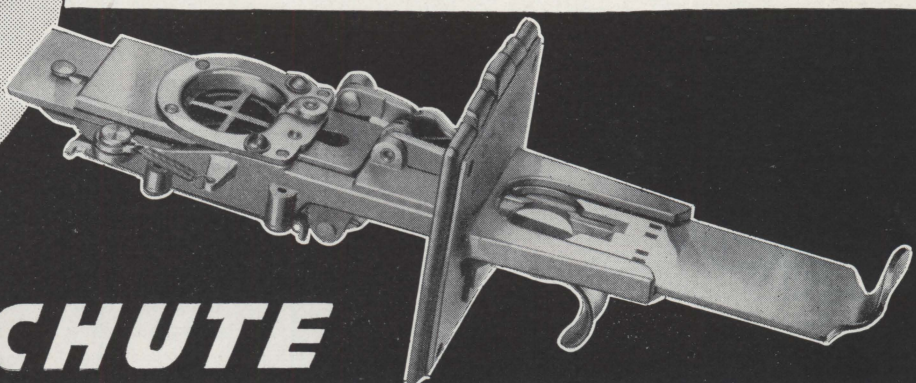
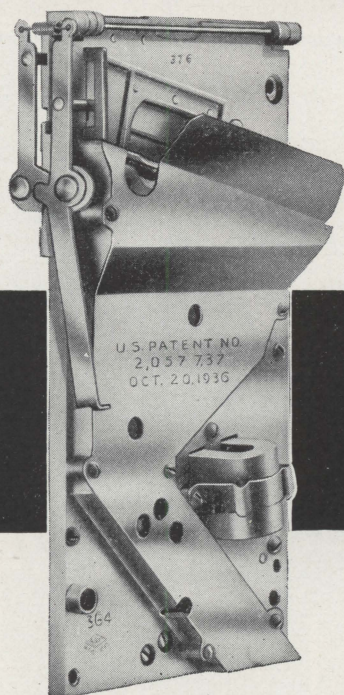
(Continued on Page 160)

A·B·T PROTECTS

the PROFITS that
BELONG ONLY TO YOU!



**THE NEW
#400
COIN CHUTE**

Standard Equipment With Most of the Manufacturers

The excellent features which made the famous 310 visible coin chute the greatest selling device of its kind have been retained in this new improved model, plus new features which make the 400 the absolute latest in coin chute design. It has been expressly designed to eliminate the use of cellophane slugs, shims, and thin probes of metal as well as slotted or keyed slugs. By installing or insisting upon the new A.B.T. 400 coin chute in all your games, you are protecting the profits that belong only to you.

AND NOW THE

A·B·T COIN DETECTOR

USE IN CONJUNCTION WITH THE A.B.T. COIN CHUTE

The new A.B.T. coin detector is not a coin chute itself, but when used in conjunction with the coin chute it positively eliminates the use of all the commonly known slugs upon the open market. Because of its absolute dependability many leading manufacturers have already adapted the A.B.T. coin detector as standard equipment. The detector may be used on all types of devices that use a coin chute, including amusement, musical or merchandising machines. There are no moving parts in the detector. It is compact in size, only 8½"x4½"x2". Furnished in 5c, 10c, and 25c coin sizes. Take advantage of this new A.B.T. creation and eliminate the slug menace forever.

WE INVITE THE OPPORTUNITY TO CO-OPERATE WITH YOUR ENGINEERS IN ADAPTING THE COMMERCIAL DETECTOR TO YOUR COIN OPERATED MECHANISMS!

A·B·T MANUFACTURING COMPANY

**3311 CARROLL AVENUE
CHICAGO, ILL.**

1937 CHICAGO SHOW

(Continued from Page 158)

highest since the big upturn of 1933 and, excepting that six week period, output of yard goods was the heaviest since 1927.

Broadening demand sent wheat soaring to a seven year top on fears of a world shortage. Industrial recovery and continued buying for armament purposes has continued to push prices of various other commodities to levels not recorded since the late 1920's.

Farm incomes during 1936 rose to 9¼ billion dollars, despite widespread crop losses as the result of drought, the department of agriculture announced. In 1935 the gross return was approximately 8½ billions. Crops accounted for \$3,870,000,000. of the total, while live stock products returned \$5,180,000,000.

Advertising agencies report more advertising scheduled for 1937 than at any time since 1928, which means all business is set to "go places" during the current year.

There is no better band wagon to hop onto to make a profit than that of the Coin Machine business. When the doors of our great industry's greatest show opens at the Sherman Hotel at Chicago, January 11th. Be there "Buddies," be there, and line up for the machines that you can go "to town" with.

IDEAL NOVELTY EXPANDS AGAIN

Word just received from Carl F. Trippe of the Ideal Novelty Company, 1518 Market street, St. Louis, Mo., advises that they have secured a long term lease on their present headquarters and the adjoining building.

The additional building space will be used for their phonographs and part of their office. The move into the present location was made only a year ago at which time it was thought to be sufficient. However, the continued increase in this firm's business has made it necessary for this further expansion. The prompt and efficient service which Mr. Trippe and his associates give their many customers makes their continued success assured.

Mistress to new maid: "Now, Nora, when you wait on the guests, please don't spill anything."

Nora: "No, ma'am, I won't say a word."

EXHIBIT HAS BUSIEST DECEMBER IN HISTORY

Chicago.—Exhibit Supply Company officials report their plant is the busiest it has ever been in December. Production has been at a new high for the month previous to the National Show. It even exceeds the heavy night and day production of pin games in 1933 and 1934.

Hundreds of machines are coming off the line daily, including Chuck-A-Lettes, Jockey Clubs, Shoot-A-Lites and Rotaries, but still Exhibit is swamped with orders and unable to promise any delivery date short of two weeks on any of their games.

Their West Side plant is lighted 24 hours of the day and activity is at a peak at all times. More men have been added to both the day and night shifts and additional equipment installed to increase daily production.

The featured game from all indications is Chuck-A-Lette and Jockey Club and distributors have been fighting for delivery. One Texas

jobber went so far as to call the Billboard office and ask what this publication could do to hurry delivery on fifty Chuck-A-Lettes.

Chuck-A-Lette is a seven coin play, "bell" type machine that takes in 35c every 15 seconds. It has the thrill of spinning reels plus the popularity of America's foremost dice game, plus the lure of a big three star jackpot reward.

It is made also in a race-horse model with horse reels and racing symbols. It has earned a distinction as the only race horse game that pays three winners on three different winning combinations all at one play.

Chuck-A-Lette and Jockey Club are called the "classic money-getters of all time." They will be featured by Exhibit at the Show in January.

Doctor: "Pat, you did a very bad job on my walk; it's all covered with dirt and gravel."

Pat: "Yes, doctor, and a lot of your jobs are covered with dirt and gravel, too."

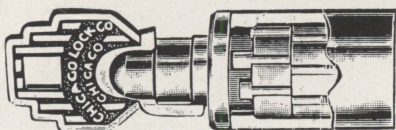


EXHIBIT SUPPLY COMPANY'S CHUCK-A-LETTE. WISCONSIN GOT first crack at the machines in the way of trying them out and checking up on possible earning power. Shown here, in a Fond du Lac location (left to right) are Frank Decker, operator; Bill Schmidt of the Wisconsin Novelty Co., distributor for Chuck-A-Lette; Location Proprietor, Allan Gloede; Operator, A. S. Decker.

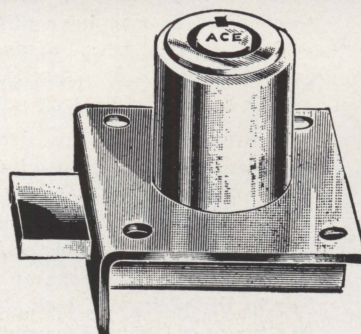
DEPENDABLE SECURITY

for Coin Machine Profits

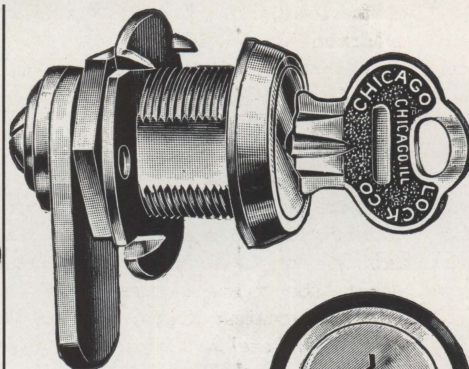
●
QUADRUPLE
LOCKING
DOUBLE
BITTED
LOCKS
●



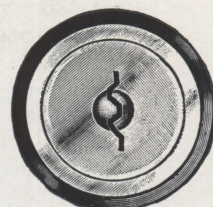
Sectional View of
Tumbler Mechanism



No. 4019

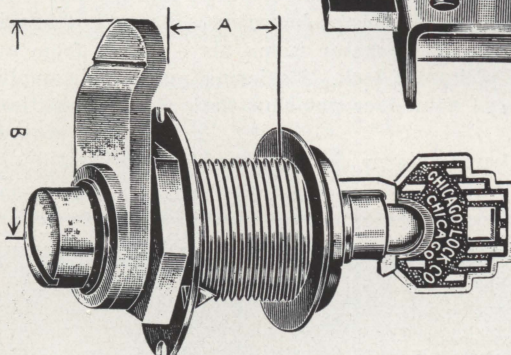


No. 3244
With quadruple
safety locking
action.

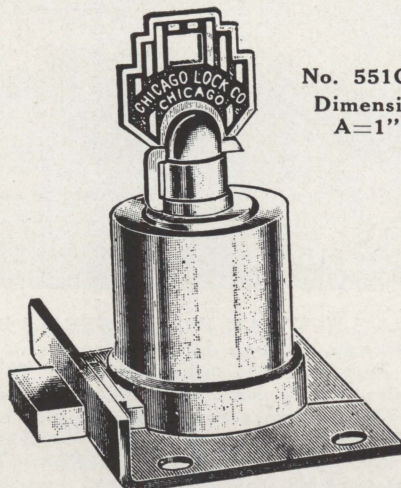


1. Size $\frac{5}{8}$ in. diameter and 15-16 in. length.
2. DRILL PROOF—Ace cylinder has hardened steel shell and hardened steel center.
3. SHEAR PROOF—Steel center plug has no center key slot, and is attached to inner brass plug with safety shear brake pin.
4. PICK PROOF—The Ace Lock has passed the severe picking test, and cannot be picked within the time limit as set by the Underwriters' Laboratories.
5. TUMBLERS—Seven tumblers located in a circle around plug, some mushroom or spool type, making it very difficult if possible to pick. Tumblers will snap into place at every eighth turn of lock, requiring four picking operations if one-half turn is accomplished.
6. KEY—Sturdy and very difficult to duplicate. Lock can be made so key is removable when unlocked, in most any desired position.
7. KEY CHANGES—Ace cylinder has seven brass tumblers, all working in brass with seven depths, giving unlimited key changes.

Listed under UNDERWRITERS' LABORATORIES Re-examination Service.

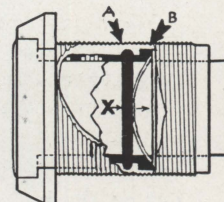


No. 4032
Dimension A 13-16"



No. 551CX
Dimension
A=1"

No. 3244. Illustrated actual size. Double bitted. See sectional view showing vertical double-locking bar X in locked position at A. Inserting proper key pushes bar X along horizontal slots inside lock barrel, to position B, allowing X bar to rotate in a circular groove, opening the lock. Cannot be opened, even when tumblers are in proper position, unless proper key is inserted ALL THE WAY.



No. 3243. Same as above except dimension from cam to escutcheon is 1 3-16".

Look For The
ROUND KEY

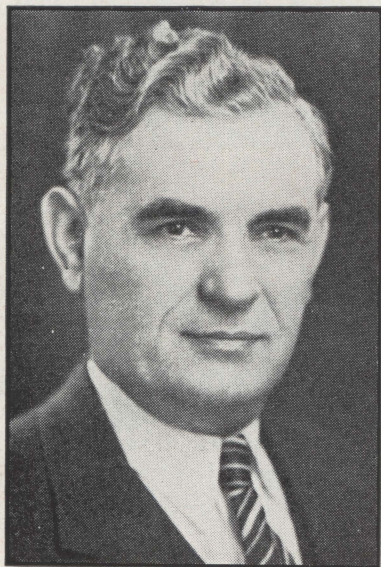
SEE OUR DISPLAY
Booth 112

At the Coin Machine Show

CHICAGO LOCK COMPANY
2024 N. RACINE AVE • CHICAGO ILL.

Siren Alarm System for the Protection of Cars and Trucks Is Effective

As the rat with surprising cunning will shy at a trap, so the hi-jacker of cars and trucks, including thieves who rob parked cars, will respect any system that will attract attention to him while he is engaged in his nefarious work. This protection principle is a feature of an alarm sys-



J. Schwartz

tem the largest companies in America have been equipping their cars and trucks with during the past four years. One company, Marshall Field & Company of Chicago, have equipped 350 of their salesmen's cars and trucks.

The hi-jacker's work is generally planned with regard to time and speed—waylaying an unwary victim out on the highway, or removing the contents of a parked car or truck, and making a quick getaway to some secret hideout before the driver has been able to give an alarm. Occasionally the culprits are apprehended and the stolen property recovered, but where considerable time has elapsed between the criminal act and the sounding of an alarm, the thieves may be miles away from the scene, leaving a carefully covered trail.

A loud-sounding, instantaneous, tamper-proof alarm at the scene of the crime offered the most plausible means of combating the hi-jacker at the very instant he was commencing his attack. With this idea in mind, the engineers of the Auto-Matic

Alarm System, whose advertisement appears in this issue, perfected an alarm system in the form of a loud police type siren.

The equipment used for the protection of motor vehicles consists of electrical contacts installed in all doors, the hood, baggage compartment, semi-trailer, or trailer, and so connected that if any unauthorized entry is attempted the siren will be set in continuous operation. The alarm can only be silenced by the insertion of a special type key in a pickproof lock, and these keys are only in possession of those in authority. (No two keys alike).

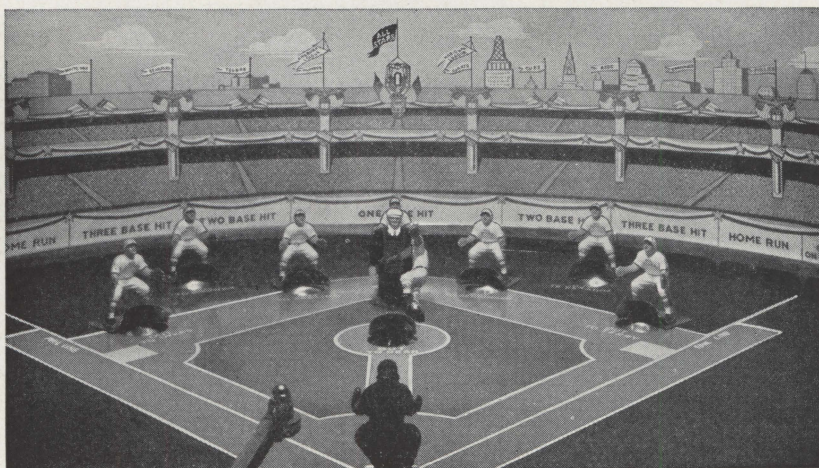
This company is manufacturing and installing two different types of alarms. One for automobiles which has to be set by the driver upon leaving the car unattended. When a thief makes an attempt on such equipped automobile, a police siren is set off and will howl for hours until the owner or operator turns his key in the pickproof lock. Reclosing the tampered door does not shut the alarm off.

Their truck alarm is equipped

with a timing device that is always on. The driver can let himself in by manipulating his key in the right direction, and can let himself out by manipulating the right combination of buttons installed on the instrument box, on the inside of the cab. (Timing entry or exit is within ten and twenty seconds). When a truck equipped with this type of alarm is tampered with, a loud fire siren is set off—ignition is cut off. Blocking traffic. Truck cannot be moved until the rightful operator re-sets the alarm with his shell type key fitted to the pickproof lock.

As thieves are always scheming to defeat protection to meet their own ends, so are the engineers of the Auto-Matic Alarm System Company alert in developing better protection and to keep always several jumps ahead of these pirates of the highway. They always recognize the needs of their clients, furnish special protective units, and appreciate suggestions to make their products more effective in the fight against thievery.

The company is receiving reports from their clients of numerous attempts of burglary and pilferage prevented from automobiles and trucks and are complimented by civic-minded organizations and police officials for their accomplishment in this field of protection.



ROCK-OLA'S NEW 1937 WORLD SERIES BAFFLING!—WHEN PITCHER Dean assumes fifteen different positions, in pitching the ball down to your bat, he will try to out-smart you. The umpire renders the correct decisions by raising his arms, and every player is "on his toes" every minute. These players do everything else by actually talk—so animated and life-like is Rock-Ola's new 1937 World Series!—And—best of all, it's legal the world over! Hartnett is catching for the "All-Star" team—and what a catcher! He finished the 1936 season with .307. What will be do in the new 1937 World Series? Rock-Ola Manufacturing Corporation has prepared a very attractive brochure, giving the playing positions, the name of the team, the batting average of the leading professional ball players of today. The size of this brochure is 22x17, and suitable for framing. They offer to send a copy to any coin machine man who will make request direct to Rock-Ola's advertising manager in Chicago. There is no charge, and it will be sent postpaid.



PROTECT YOUR INVESTMENT WITH *McCormick's* PHONOGRAPH COVER *and* RECORD CARRYING CASE

SEE THEM
AT BOOTH 87

McCORMICK'S WATERPROOF PHONOGRAPH COVER

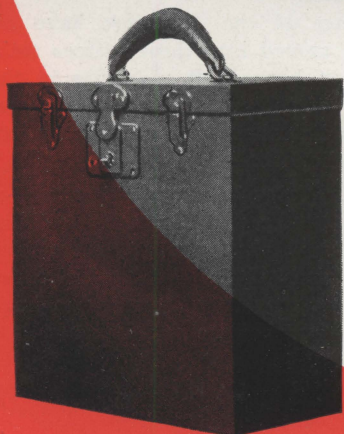
Fits Wurlitzers, Gabels, Seeburgs, Rock-Ola, Mills, Capetarts or made to your own specifications! Completely **WATERPROOF! TRIPLE STITCHED!** Correctly **PADDED** for heavy service! Heavy **FELT LINING** to protect high polish and surfaces! New, special, **NEVER RIP-TOP COVER!** Olive Green Color! **GUARANTEED FOR ONE FULL YEAR AGAINST WEAR!** It's the greatest **NECESSITY** for **ALL** phonographs! Allows switching of machines from one location to another without any harm or injury! **INSURES** machines from one location to another without any harm or injury! **INSURES** machines in transport against scratches or marring from bad roads and bumps! **KEEPS YOUR PHONOGRAPH IN PERFECT CONDITION AT ALL TIMES!** **RUSH YOUR ORDER NOW!** **BUY ONE FOR EACH PHONOGRAPH YOU OWN!**

PRICE
\$8⁹⁵
EACH



One-third Deposit—Balance C.O.D.-f.o.b.
Greenville, N. C.

McCORMICK'S FAMOUS 60 RECORD CARRYING CASE



60 Record Capacity! Heavy gauge metal! Comfortable grip-fit Leather Handle! Best **LOCK** made with safe-lock key! Protects your records from breaking or warping! Easy to handle! Acclaimed by operators **EVERYWHERE** as the **FINEST RECORD CARRYING CASE** made! Thousands already being used. **FULLY GUARANTEED!**

PRICE
\$3⁹⁵
EACH

Keep a case for **EACH** type of record you handle! **RUSH YOUR ORDER NOW!**

One-third Deposit—Balance C.O.D.-F.O.B.
Greenville, N. C.

McCORMICK
MACHINE COMPANY
121-123 EAST FOURTH ST.
GREENVILLE, N.C.
U.S.A.



Two of the reasons why all operators are looking forward with interest to the 1937 Show—the Queen, Toni Jolien, who returns to greet new operators, and the DeLuxe Merchandiser, a newcomer to showdom. We predict both will be flooded with attentions at the coming attraction. Miss Jolien is “Miss Northwestern.” Congratulations to Northwestern Corporation, Morris, Ill., on their selection.

RAY'S TRACK MAKES HIT IN ORIENT

Jim Buckley's latest Indian story does not concern the O'Toole Indians, but has to do with a letter received from Karachi, India. Being general sales manager of Bally Manufacturing Company, Jim is naturally elated over the fact that Bally's Ray's Track horse-race game has found as much favor in the orient as it has in America.

The letter in question is from Mr. N. S. Money, an American who operates the Orient Coin Machine Company with offices in Rangoon, Mandalay, Bombay, Singapore and other such story-book-sounding places. Mr. Money writes: “My latest machine is Ray's Track and, oh, what a game! It is only one week since I received the machine. On location test in seven days the machine took in RS.287 in Indian money, which is about \$104.00. I wish to tell you that Bally machines always help me to deposit good amounts of cash in the bank.”

“What's the matter with Jimmie?”
“Aw, he feels disgraced for life.”
“Why?”

“His mother came out to the ball game yesterday and took him home off second base.”

Supreme Vending Company Celebrates Opening of New Building

Brooklyn, N. Y.—Willie Blatt, the “Little Napoleon” of the coin machine business and president of Supreme Vending Company, Inc., with headquarters now in the largest distributors' building in the world at 64 Erasmus street, Brooklyn, N. Y., gave a great party for all the industry at this new “Supreme building” which was formerly the Flatbush postoffice building.

tire building allows for the parking of more than 300 cars.

This building is so arranged, in an L shape, that various departments can be easily approached without the necessity of visiting other parts of the offices.

Special offices have been arranged for operators who now get 24 hour per day call service as well as desk and bench space for themselves.



Part of the crowd that was present at the grand opening of the new “Supreme Building” of Supreme Vending Company, Inc., at Brooklyn, N. Y. Prominent coinmen captured by camera: Ben D. Palastrant, Supreme Vending Company of New England, Boston, Mass.; Mrs. William Blatt, holding arm of Paul L. Gerber, Gerber & Glass, Chicago; “Little Napoleon” Willie Blatt, president of Supreme Vending Company, Inc.; Louis Goldberg, executive director of Amalgamated Operators Association; Al S. Douglass, president Daval Mfg. Co.; Joe Fishman, Fishman-Schlesinger Dist. Co.; Al Lipshay, assistant to Louis Goldberg of Amalgamated. In rear can be seen Attorneys Theodore Blatt and Ben H. Haskell; Mike Munves, prominent jobber; Morris Silverstein, vice-president of Amalgamated; Sol Wohlman of Supreme uptown branch; Joe Hirsch of Amalgamated; and others stretching far back into rear building of firm. This opening was one of biggest in Eastern coin machine history.

The new Supreme building, which will now be the firm's headquarters in Brooklyn, contains more than 50,000 square feet of floor space and is situated in such a manner that it allows for all the operators in this part of Metropolitan New York to easily reach the firm.

Special cyclone fencing has been arranged around the building with tremendous parking lots. The operators and jobbers can drive their cars or trucks right into the building itself, turn around after unloading and drive into a special parking space. The fencing that surrounds the en-

also granted space for storing many

These offices are approximately 7 feet by 12 feet and the operator is machines.

Many of the operators have already moved into these offices rather than keep their machines in the cellar of their home and have themselves disturbed when at home by service phone calls.

Many other innovations are featured in the new Supreme building including a better arrangement for the offices of the firm and also for checking machines through the huge repair and service departments.

Tremendous storage space allows the firm to carry the greatest quantity of machines on hand which has ever been known to the industry.

So large is the used machine department that more than 1,000 games can be found at all times with plenty of room to move about in by those choosing this sort of equipment.

All these features were highly praised at a tremendous grand opening party given by the "Little Napoleon" Willie Blatt a few weeks ago.

Leaders of the coin machine in-

Vending Company, Inc., who do one of the largest export businesses in the industry.

The firm's growth is one of the remarkable "Horatio Alger" stories of the coin machine business. Exactly one year ago, January 1936, Willie Blatt celebrated his tenth anniversary in the coin machine business acknowledged by all manufacturers one of the largest coin machine distributors this industry has ever known.

Within the last month he reported the greatest record sales for pin

sure-fire method of preventing any machine being abused or cheated when it is not under operating power. It has been proven mechanically perfect for such protection under actual location conditions.

Photopak, is Epco's contribution to the manufacturer engaged in producing machines that employ the photo-electric cell principle. It has been adopted by almost every major manufacturer. This unit supplies a reliable feature which impeded the assured development of this type of machine.

The Epco Fuse Eliminator is another contribution that has facilitated maintenance of an automatic machine on location. It is estimated that the device saves approximately \$15 per year for each machine plus untold profit protection against lost operating time. This device eliminates the necessity of fuse replacement. The ordinary glass fuse that "blows" is not only an expense, but sometimes stops play for quite a period of time until it can be replaced. The Epco Fuse Eliminator can be reset by the location owner, necessitating no removal of parts and takes only a few seconds to put the machine in perfect playing condition.

The Electrical Products Company also produces transformers and battery chargers. This last item is exclusively manufactured as a three channel charger and as a single charger for individual car or battery radio owners.

One of the greatest of the Epco products is the nationally known Epco Storage Battery Eliminator. This power unit provides a 6 volt 10 amps adjustable filter D. C. from the ordinary 110 A. C. outlet. It is of tremendous value in performing superior demonstrations of auto radios and electrical accessories.

Production reports recently disclosed the fact that the Electrical Products Company is the largest consumer of copper sulphite rectifiers in the entire United States.

Special apparatus for highly technical laboratory work is also a phase of the Electrical Products Company. This organization has established a reputation for reliability and accuracy and consequently commands the respect not only of the automatic, radio and automotive industries, but of the technicians and engineers in their own field.

Only one dog in a hundred can accept a little petting without making a nuisance of himself.



"Supreme Building" at 64 Erasmus street, Brooklyn, N. Y. This is the largest coin machine distributors building in the country, containing over 50,000 square feet of floor space. It was formerly the U. S. Flatbush postoffice.

dustry were present from almost every city in the country. Everyone for miles about came to pay his respects at the new Supreme building with manufacturers and leading distributors from Chicago present for the occasion. Cablegrams from foreign countries, who have since seen the announcement of the party, are being daily received by Supreme

games in his territory. He passed the 2,000 mark on two pin games of Daval Manufacturing Company, considered a record which will stand for some time to come.

The firm also has many other achievements to their credit, but, everyone claims, the new Supreme building can now be listed as the greatest of them all.

ELECTROPAK LINE IS WIDELY USED IN AUTOMATIC, RADIO AND AUTOMOTIVE INDUSTRIES

Producing a varied line of electrical equipment the Electrical Products Company of Detroit is known as the creator of the famous Epco devices.

The Electropak is a power unit that has been accepted by the entire coin machine industry as outstandingly reliable and dependable. It eliminates the necessity of battery

replacements, a method which formerly cost the operator from \$60 to \$90 per year unnecessary expenditure for each electrically operated game. Today, it stands as a true example of Epco value and efficiency, the authentic and only manufacture approved power unit for the whole industry.

The Adaptopak performs the same power duty as the Electropak, but can be used on either an alternating or direct current. Another of the Epco diversified line is the ingenious Electrolok. This device is a

GET IN LINE WITH THE PACIFIC

- It's a convention of electrical wizardry — you know where* — at the Pamco Booth—and up in Pamco's Private Suites—
- New—Original—decidedly DIFFERENT Ideas in Coin-Operated Attractions.
- Games and Devices that will lead you into Newer and Fresher Fields of Operating Income—
- Key-noters—every one of them—
- New sensational money producers that will lead the industry into new ways and means throughout 1937**—
- Then, after an eagerly-waiting, ear-attuned and eye-focused group of operators and jobbers see and hear everything—What will they take home with them?
- Well, besides the headaches—one real, vital fact—

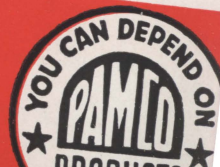
OUT OF ALL THEY'VE SEEN—THE BIG MAJORITY
OF COIN MACHINE MEN ARE GOING TO SAY:

“PAMCO HAS DONE IT AGAIN!!!”

*Pacific was first with electrically actuated games.

**If you've seen the 1937 Pamco Line you'll agree.

PACIFIC AMUSEMENT MFG. CO.
4223 W. LAKE ST.
CHICAGO, ILLINOIS
1320 S. HOPE ST.
LOS ANGELES, CALIF.



PACIFIC 1937

LINE OF WINNERS!

ON DISPLAY at BOOTH 163 GENERAL EXHIBITS HALL

- | | |
|-----------------------|------------------------|
| ★ PAMCO Marksman | ★ PAMCO 8-Ball Novelty |
| ★ PAMCO Flying Duck | ★ PAMCO Bowl Payout |
| ★ PAMCO Triple Duck | ★ PAMCO Zenith Payout |
| ★ PAMCO "Hooperdoo" | ★ PAMCO Slotto |
| ★ PAMCO Races | ★ PAMCO Shinette |
| ★ PAMCO 8-Ball Payout | ★ PAMCO Trout |

See PAMCO'S Private Display Rooms

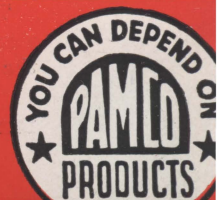
TWENTY-TWO OF THEM ON SEVENTH FLOOR HOTEL SHERMAN

PACIFIC

AMUSEMENT MFG. CO.

**4223 W. LAKE ST.
CHICAGO, ILLINOIS**

**1320 S. HOPE ST.
LOS ANGELES, CALIF.**



I Got Into It and I Can't Get Out!

By Helen Savage,
Automatic Amusement Co.,
Fort Worth, Texas

This dizzy coin machine business! I have only a hazy idea as to just how I got into it, and I don't know



Helen Savage

how to get out of it—except to catch me a fellow and get married, and the dam business is always so rushing—that I don't have one fellow long enough to pop the question without having to neglect him to wait on one of my customers and losing him to some other gal because of my neglect.

My mother wanted me to be a nurse—but about seven years ago in Memphis, Tenn., I walked into the office of S. L. Stanley and accidentally into the coin machine business. Mr. Stanley had advertised for a stenographer and about a hundred girls answered his ad. He became panicky at the sight of all those girls and told them the job was already filled. About 30 minutes later, I walked in and was so determined to get the job that I said "Yes, Sir," to every question and looked at him so hard—well, I guess he was just scared not to give me the job—so I went to work.

Then my coin machine experience started. Candy machines (rats ate the candy in the winter time and in

the summer, we had to furnish spoons to our customers) automatic pool tables, Bingo, Baffle Ball and then came Ballyhoo, who introduced to us Bally Manufacturing Company of Chicago and the state of Texas. We took over the distribution of Bally games in the state of Texas, and Mr. Stanley made some trips out here and came back with such glowing reports of the colorful cowboys—beautiful scenery—good business, that I soon changed my lifelong ambition to see California—to see Texas! Why the coin machine business was so good in Texas that down around Houston, the operators were putting slots on cigar boxes and making money. As the coin machine industry progressed, the problem of serving the Texas operators better prompted Mr. Stanley to open an office in Texas and because of its central location—Fort Worth was selected.

So—on September 17, 1934, a Tennessee girl stepped off a train with her "man, Blackie" and faced one of the biggest, open-air stations she'd ever seen. A mighty homesick girl spent those first few months in the coin machine business in Texas—but little by little she became acquainted and acclimated and pretty soon she stopped staring every time she saw a real cowboy with wide-brimmed Stetson and high-heeled boots. Pretty soon too—she gained the confidence of the operators who were hesitant about dealing with "a young lady." She learned to yell at them just as loud as they yelled at her—bargain with them just as much as they wanted to bargain—and so they learned she was here to stay and sell machines—and I've stayed.

Now in December, 1936, looking forward to my 25th year in this world—my eighth in the great coin machine industry and my third year in the grand and glorious state of Texas—I want to say I'm glad I'm here—I'm glad to know all of you and I want to thank each and every operator who has helped me make the Automatic Amusement Company of Fort Worth the distributing point for the best and latest model coin-operated games. We appreciate the business you have extended to us very much, and I want to take this

opportunity—on behalf of the whole Automatic Company—to wish each and every one of you one of the happiest holiday seasons ever and a busy and money-making 1937.

McCLELLAN TO FOLLOW NEW RELEASE POLICY

Pacific Amusement Company, manufacturers of a complete line of automatic and novelty amusement devices, advances some new thought on dealing with the operator and jobber trade through Fred C. McClellan, head of the concern. These come in the form of new policies which defer announcement of any new Pamco units until they've been thoroughly developed from the mechanical standpoint, and tested for sixty days in actual locations of diversified nature. This method, according to McClellan, will retard the old order of flooding the market too frequently with games, and enable the operator to retire his investment together with accumulating plus-profits before the next unit is announced. Pacific's president goes to some length in stressing the importance of proving all products the company produces. "In many cases," he says, "games which are hurriedly conceived and turned out, usually find the first two or three hundred giving evidence of 'bugs.'"

The deficiency may amount to only an under-sized contact point, or one with insufficient heat-resisting qualities, yet, it throws the whole mechanism out of kilter. Such conditions will sometimes happen," says F. C., "no matter how carefully the unit may be planned, and cause many a good money-making idea to lose its popularity on the line of scrimmage, namely the jobber's show room. True enough, such things can be corrected by simple replacements or adjustments; however, it's up to us as manufacturers, to give the trade the best we have in our organization.

"Coming into the New Year, we at Pacific feel that we've done a good job for the operator. But our policy henceforth will be one which will bear out the dependancy offered on Pamco products, but the simple phrase—'always improving.'"

Man Motorist (barely avoiding broadside crash): "Why on earth didn't you signal?"

Girl (who has crossed into her home driveway): "I always turn in here, stupid."

Seeburg's Triple Assurance on Ray - O - Lite » » »

WITH production figures mounting into the thousands, the J. P. Seeburg original Ray-O-Lite Rifle Range is strongly entrenched in its position as the outstanding amusement creation in the automatic field," state officials of the Seeburg Corporation.

Directly responsible for this tremendous success, is the "Seeburg triple assurance," a factor which is characteristic of all this firm's productions. An investment on the Seeburg Rifle Range is a substantial one. Any operator or jobber who has had contact with this machine will support this proven claim: That the Seeburg Ray-O-Lite assures in the highest degree mechanical reliability, playing appeal and location adaptability.

"Mechanical reliability" is a much used phrase frayed and worn out by ballyhoo and illogical promises. The term has so many angles and details affiliated with it that its definition is rather varied. In the case of the Seeburg Ray-O-Lite Rifle Range, mechanical reliability is not only a claim but a hard and actual fact, and it was made so by Seeburg engineers. Not satisfied with the assumption that anything they produced in the bare routine of assemblage would possess that much talked about mechanical reliability, experiments, conducting innumerable research tests, and then only, after this was undergone and they had attained perfection in every feature and detail, were these engineers willing to state that the Seeburg Ray-O-Lite Rifle Range was absolutely mechanically reliable.

Today, the operating record of these machines on thousands of locations is the final and conclusive evidence that its mechanical reliability is not a keyword to willfully toss about, but an actuality and a definite assurance necessary for operating success.

In conjunction with its mechanical reliability, the Seeburg Ray-O-Lite Rifle Range possesses playing appeal, these two facts combined, providing unlimited possibilities for big profit. Capitalizing on a universally accepted hobby, such as duck hunting, the designers of this amuse-

ment device injected the general atmosphere of this sport. Adding to its fascination is the skill appeal of a moving target, and last but not least is the mystery and traffic stopping feature of the electric ray gun which uses a photo-electric cell, placed in the center of the duck for a target. The range located in the modernistically constructed cabinet, made of handsomely matched wood, is highly colorful and conducive to furthering the pleasure of playing. The gun itself is of regulation size, sighted and handled like a regular gun, but is naturally absolutely harmless.

The third of "Seeburg's triple assurance" is Ray-O-Lite location adaptability. Never before in the history of the coin machine industry has an amusement creation been so widely distributed in regard to both the number and variety of placements. Thousands are on active location, constantly running up big profits every day of the week. A typical array of location possibilities are night clubs, town and country clubs, theatre lobbies, amusement arcades and parks, hotel lobbies, waiting rooms, taverns, etc. These are not location suggestions, but comprise a cross-section of definite placements that are characteristic of the Seeburg Ray-O-Lite Rifle Range's location adaptability, throughout the whole country. Its attractive appearance makes it an asset to the decoration of any type of location.

The regrettable feature of this revolutionary amusement machine was this aftermath which followed its sensational introduction. Unethical manufacturers, attempting to capitalize on Ray-O-Lite's wave of well-earned popularity, rushed into production and tried to imitate the Seeburg machine. Naturally, there was no time and, in fact, little inclination for thorough workmanship. Research, so necessary, in straightening out potential flaws was out of the question. Consequently the logical things happened. Much to the misfortune of operators who had invested in these inferior imitations, location breakdowns and service headaches killed his hope for even the reasonable profit which might

have been expected from their mediocre and mishandled playing appeal.

On the basis that an aggressive and active operator can land good locations, but it takes the right machine to make the proper use of it, a lot of time and effort and good will has been lost due to these unauthentic machines.

In direct contrast to this is the unsurpassed record of the Seeburg Ray-O-Lite Rifle Range. Thousands of these machines placed from coast to coast have convinced not only the members of the coin machine industry but location owners as well that this machine is not only a real pleasure but highly profitable to operate.

BOOST PLAY WITH BIG ODDS

Proper display of awards is one of the most important factors in the success of payout machines, according to Jim Buckley, general sales manager of Bally Manufacturing Company.

"When we first placed Ray's Track on the market," Jim pointed out, the 50 to 1 Daily Double was explained merely in the instructions. These read that 'First Half alone represented 16 to 1, while 'First Half' and 'Second Half' appearing together meant 50 to 1. The fascination of this great race-horse game is so great that even with this arrangement earnings far surpassed the expectations of operators; and it was not believed possible to boost these earnings any higher. However, by taking an operator's suggestion, we have actually boosted play on Ray's Track all the way from 35 to 75 per cent.

"All we did was to print the actual numbers 16 and 50 on the Daily Double Wheel, instead of the words 'Second Half' as formerly used. Now as the wheel spins, players can see the 16's interspersed with 50's, and the possibility of collecting a 50 to 1 award, instead of the usual 20 to 1 top is brought strongly to the player's attention. The result in every case has been greater player appeal and increased play."

Wurlitzer Holds Two More Texas Parties

The last issue of Automatic World carried a story about the Wurlitzer Manufacturing Company's phonograph division party held in Dallas and told of the two other parties to be held in Texas. These were but instances of a series of entertainments stringing across the country, but so far as we are informed, Texas was the only state where more than one meeting was held. When you come to consider the wide area of Texas this may be partly accounted for, but the principal reason, perhaps, is that so many Wurlitzer phonographs are sold in the state.

The San Antonio Party

The second meeting of Wurlitzer operators was held at the Plaza Hotel in San Antonio, Sunday, November the 28th.

The attendance was not as large as at Dallas, but none the less enthusiastic. Many were kept away by a rain which began on Saturday and lasted all through Sunday.

As at Dallas, Harry Drollinger, state distributor, was master of ceremonies, assisted by Dick Warneke, San Antonio distributor, and George Wrenn.

The afternoon was spent in getting better acquainted with one another and a general interchange of personal experiences in the music operating field.

At 7 o'clock in the evening, the large ballroom of the hotel was the scene of a gay banquet and floor show, followed by dancing. Tom Murray was presented as toastmaster, and he immediately won a round of applause by announcing that there would be no banquet speakers. He then introduced the following persons who sat with him at the speakers' table and a few others at the tables on the floor, whose names we failed to secure: Harry Drollinger, Don Law, George Wrenn, Mr. Deleganos, Dick Warneke, H. W. Thompson, Mr. Shelby, Buddy Drollinger, Mr. Milam, V. J. Liebler, and Aaron Smith.

At the conclusion, Mr. Murray presented the Wurlitzer leader in Texas, none other than Harry Drollinger, himself, who read a telegram of regret from Vice-President Homer Capehart of the home office,

expressing his regret at not being able to attend the meeting.

Mr. Drollinger then gave an outline of Mr. Capehart's message to Wurlitzer operators. As this address is printed elsewhere in this issue, it is needless to make further comment here, except to say that it was received with enthusiasm.

After the speech, the floors were cleared for a fine show and then the party turned to the merry dance.

The Houston Party

There certainly isn't any mistake about Wurlitzer's representative, Harry Drollinger, and those who assisted him as hosts, being able to make you glad you attended the meeting.

A. H. Shannon and George Wrenn assisted Mr. Drollinger, and when you entered the space allotted to Wurlitzer's display and bar room, you were certainly taken care of by these two fine gentlemen.

The Houston meeting on December the 6th, was the last of a series held in Texas. Everything was in readiness and a very happy crowd enjoyed the evening. All drinks and the dinner were furnished by the host, and in large quantities too.

At the banquet, a number of folks were introduced by Toastmaster Harry Turner of Dallas, Texas. Immediately following was the drawing for prizes. The lucky lady was Mrs. Patterson of Bryan for the Wurlitzer piano. Mrs. Earl Reynolds was asked to draw for this prize. Mr. W. F. Daniels was the lucky man who received the Wurlitzer phonograph. Mr. Earl Reynolds drew this number.

Mr. Drollinger was the only speaker. He delivered a very interesting talk on Wurlitzer's policy of doing business in the past, and the setup for 1937. In concluding, Mr. Drollinger explained that the Houston Hotel could not allow dancing on Sunday, so as a means of plenty of entertainment, he announced that we would have a twenty act floor show. And, it was a real show!

The master of ceremonies was a very clever fellow who posed as a rube. In presenting himself, he claimed he was Harry Drollinger's nephew.

So, here is some of the conversa-

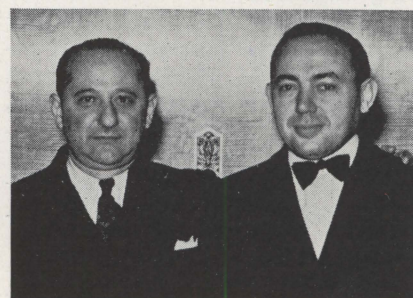
tion as carried on by this "rube." "Hello, Uncle Harry, I shore am glad to see you. I heard you was goin' to be hyar, and I comed down hyar to try to help entertain. You know, Uncle Harry, I got to the hotel finally and some hijackers grabbed my valse and ran in the hotel with it, and after I got everything straightened out in the hotel, they took us up in a cultivator to my room. I went in that swell swimmin' place they had in a little special room. It shore is fine hyar."

Of course, he soon recognized Mrs. Drollinger, who sat in the audience, addressing her as his Aunt, also he had Buddy Drollinger, Harry's fine son, to present himself. This "rube" was a clever actor and caused much laughter.

Besides this act, there were nineteen others, which included tap, classical, acrobatic and toe dancing. Boys, if you don't think Harry Drollinger can't furnish entertainment, you're mighty mistaken.

Music was furnished by Harold Herbert's orchestra. Special music was played by this "rube" on a contraption made up of a straight stick of some sort with a wire that sounded like a violin. The sound came through an old horn from one of the very first phonographs. He also played several tunes on a regular carpenter's saw.

In every appointment, a most pleasant and entertaining party.



Snapped at 3 a.m. in the Morning—Harry Rosen, Modern Vending Co. and Bill Blatt of the Supreme Vending Co., Brooklyn, were still going strong at the New York Wurlitzer party, Waldorf-Astoria Hotel, when seen at 3 a.m. So were hundreds of other coin machiners who proclaimed that when it comes to entertaining the Wurlitzer Company is just as successful as it is in producing big pay coin devices.

He: "I want you to know I've got a yen for you."

She: "How much is that in American money?"

Thompson Issues New Year's Message To Texas Music Ops

I appreciate this opportunity afforded me by **AUTOMATIC WORLD** to address the members of the Coin Machine Music Operators Association.



H. W. Thompson

tion and the music machine operators of Texas who are not but should be members.

When our Association met in annual convention in Dallas in October, I gave you an account of what we have done for you through this Association. The Association started out with only a few members, but they were workers and they were loyal. During the year which closed with the recent convention, we had only 175 members paying dues. And yet, with the meager resources at our command, we succeeded in tying up the tax law passed by the Legislature elected in 1934 by an injunction. By the way, that injunction still stands, although the recent called session of the Legislature changed the tax to \$2.50. The old tax was \$10 on each machine. This was for the state, and the counties and cities could have levied \$5 each, making a total of \$20. Now this saving was made at a cost of only 50 cents for each machine, which is the membership dues. In other words, your Association saved you \$20 for every 50 cent piece you paid in.

This was only one service rendered. As great as this service was,

it shows us what we might do if we, its significance lies in the fact that the music machine operators, were all in the Association and working together for our mutual protection and advancement.

While on this subject of taxation, let me refer to the recent called session of the Texas Legislature. Again we were short in financial resources and some of us had to go to Austin on our own expense. When the present tax bill was presented, it provided for a \$10 tax on each machine. We succeeded in convincing the lawmakers that it was unjust and we came out with a tax of \$2.50. This is too much, but it is a reduction of three-fourths. And again it showed what organized effort can do.

Then, in our Association we are learning the value of co-operation in various other ways. We are getting closer together in our home towns. We are finding out that we are pretty good fellows after all and that we can make more money by co-operation than by competition. We are learning that our strongest competitors are not our fellow music machine operators, but a hundred and one other forms of entertainment which are appealing to Mr. Public for his dollar. Exchange of ideas and experiences in our meeting is teaching us to pool our energies and direct our efforts toward popularizing our music machines and making for them a fixed and permanent place in business and even in society.

I could go on and enumerate many other benefits we are deriving from our Association, but I take it that every man in the industry can see them without having each benefit called especially to his attention. I will only add that no industry in this age of change and progress can advance as it should without organization.

We cannot even hold the gains we have made without strengthening our organization. Especially is this true of our present tax legislation. Next January we shall have another session of the Legislature. It will have many new members. The chances are that all our work will have to be done over. And we must have some of our members there to plead our cause. All this is going to call for money to pay their expenses.

We need every music operator in Texas in the Association. Not only for his help in finances, but for his influence at home and in Austin. Out of a possible 300 operators in Texas, we have 210 Association members. We should have all of them. Let me appeal to you who are not members to join immediately. Surely you do not want to share in the benefits we are obtaining for you without sharing in the expense. Your sporting blood will not permit it. And yet that is what you have been doing. You are now saving \$7.50 on each machine you operate as a result of the work of our Association. I believe that you are willing to pay your part of the cost.

Send in your dues if you are a member. If you are not a member, write a postal card today for an application blank, addressed to Mr. Don Law, Secretary-Treasurer, 508 Park Avenue, Dallas.

Best wishes and holiday greetings to all of you.

H. W. THOMPSON
President, Coin Machine Music
Operators of Texas

F.A.B. AMUSEMENT CO. BUYS 11TH CARLOAD OF WURLITZER-SIMPLEXES

The F.A.B. Amusement Co., Wurlitzer-Simplex operators in southern Alabama, western Florida and parts of Louisiana and Mississippi, recently received delivery on their 11th carload of Wurlitzer-Simplex automatic phonographs this year. According to F. A. Blalock, owner of the company, F.A.B. is now operating close to 1000 Simplex instruments throughout their territory.

Further evidence of the rapid growth of the organization is contained in the fact that the F.A.B. Amusement Co. has been forced to increase its truck fleet to 14 units with more contemplated. Queried regarding the secrets of his success, Mr. Blalock said: "Good music always has been and always will be in demand. I know from long experience that the Wurlitzer-Simplex provides the kind of music that appeals most to the public. Owners of the bigger restaurants, taverns, bowling alleys, etc., in my territory will check with me on this point. Our success is based on our ability to offer the location owner a superior instrument, plus the benefit of a highly trained organization that knows the music business from A to Z."

HOW CAN A MAN BE IN THE MUSIC BUSINESS FOR HALF A CENTURY WHEN HE IS ONLY FORTY YEARS OLD?

By SAM KRESBERG,
Capitol Automatic Music Co., Inc.

"Well, the answer is that Bill Goetz and I are like one and have been associated together practically our entire lifetimes, and there are



Sam Kresberg

fifty years of experience between us, though Bill is under fifty, and I'm just a trifle under forty.

"Think of the improvements in this business since the days of 'Way Back When'—we've seen mighty changes in this business, from the days of the great big cumbersome Orchestrian, one of which would fill the space of a five-ton moving van, and had to be dismantled in moving and required two or three days to set up in a location. During the process of setting the thing up, the location owner would probably have visitors from within a radius of 25 miles, people coming to see the eighth wonder of the age.

"After that came the automatic piano, which was a godsend to the industry, as it could be picked up in one piece by four able-bodied piano movers and immediate installation could be made.

"Later the automatic piano had a violin attachment, which was nothing more than 28 organ pipes supposed to be a close imitation to a violin. In many cases, people would pay a nickel to stop it from playing.

"Operators these days really don't realize what a simple life they have. All they have to do is stick an instrument on one of their luggage racks, carry it to the location, place

the plug in the electric light socket, and begin reaping a harvest from that minute on.

"In the old days, if an operator got a request for some particular selection, such as 'Sweet Rosie O'Grady,' they couldn't get an individual roll for the piano, but had to find 'Sweet Rosie O'Grady' in a ten-tune roll that probably had nine obnoxious numbers that nobody cared to listen to but which the public had to tolerate for the sake of their 'Sweet Rosie O'Grady.'

"Nowadays, when an operator gets a request, all he does is to take a record out of a little basket on his arm, and that's all there is to it.

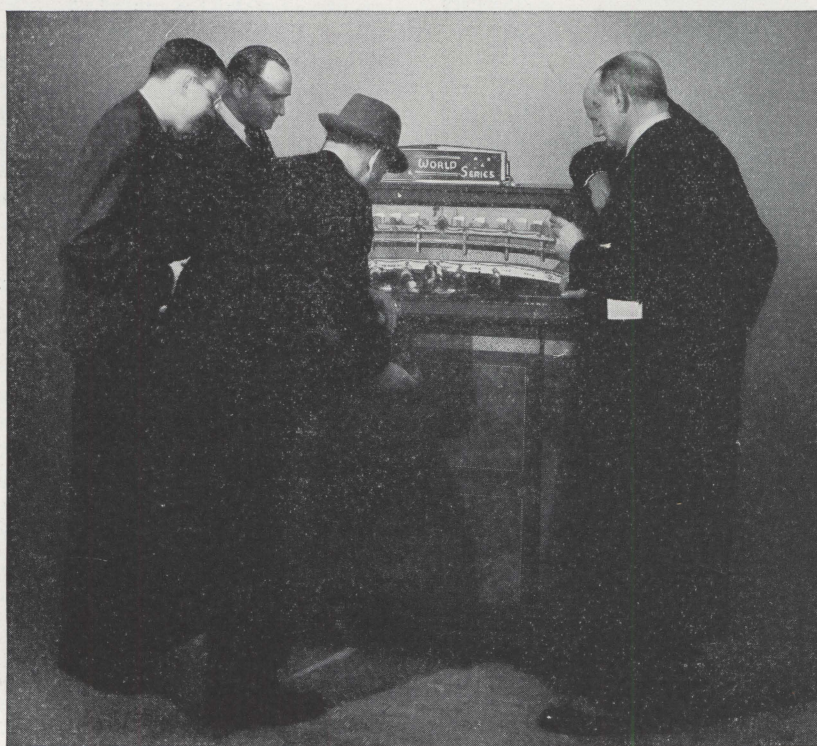
"Time doesn't permit me to go in to detail contrasting the 'old days'

with the present efficient, speedy methods of serving customers, but all you old timers can swap yarns about the many difficult and funny situations which faced us in the beginning of our careers. Phenomenal progress has been made, and we can well be proud of our industry."

A Scotsman had to send an urgent telegram, and not wishing to spend more money than necessary wrote like this:

"Bruises hurt erased afford erected analysis hurt too infectious dead." (Ten words).

The Scotsman who received it immediately decided it was: "Bruce is hurt. He raced a Ford. He wrecked it, and Alice is hurt, too, in fact, she's dead." (Nineteen words).



ROCK-OLA'S FIRST 1937 "WORLD SERIES"—THIS SHOWS SEVERAL of the Rock-Ola executives and Rock-Ola distributors gathered around the first "1937 World Series" to come off the production line, early in October. Since then, production has been at high peak, to supply nationwide demand of distributors, jobbers and operators throughout the country.

I. F. Webb, manager of the Rock-Ola phonograph division, is the first on the left, and is shown inspecting the cabinet of Rock-Ola's new 1937 World Series—which is made of the finest woods and veneers obtainable. The cabinet is a gorgeous creation.

Next to Mr. Webb, leaning towards the right, is Mr. Jack Nelson, vice-president in charge of sales of the Rock-Ola Manufacturing Corp. "Jack" recently said, "Here is a game that will sell itself and make money for operators everywhere, for a long time to come."

Next to Mr. Nelson is Mr. A. W. Juster of the Badger Bay Company, 1013 Main street, Green Bay, Wis., who happened to be in the big Rock-Ola plant the day the first machine came off the production line. He said, "Never saw anything to equal this, in my life."

Next in line is Mr. Herbert Walker, assistant-treasurer of the Rock-Ola Manufacturing Corp., who views—with pleasant anticipation—the sale of thousands and thousands of these machines, and, in the extreme right we see Mr. R. H. McCabe of Highland County, Ohio,—a Rock-Ola factory representative for Indiana, Kentucky and West Virginia.

Wurlitzer New York Banquet Acclaimed Greatest in Coin Machine History

Most brilliant event in history of business . . . Waldorf-Astoria
Grand Ballroom quickly crowded with most sparkling gathering
of celebrities in years . . . Visitors from many cities present
. . . Festivities into wee hours . . . J. A. Darwin chairman
Speech of Homer E. Capehart tremendously ap-
plauded . . . Operators present Capehart with
gold wrist watch . . . Modern Vending Co.
presents Capehart with unique memento.

New York.—What was without any doubt the greatest banquet and party ever known to the coin machine industry has just been concluded with flying colors by the great Wurlitzer organization at the Grand Ballroom of the Waldorf-Astoria in this city.

From thousands of miles operators, jobbers and distributors made special trips to be present at the affair. Invitations were so highly valued that many present reported a tremendous demand from friends for entrance. The complete Wurlitzer organization were present en masse.

Entertainment never before attempted in the history of the coin machine business was presented. Stars of stage, screen and radio entertained those present.

Beginning with early Sunday afternoon visitors and friends, as well as operators, jobbers and distributors from a tremendous area surrounding this city, including all the celebrities from this city, began to gather at the Waldorf-Astoria Hotel to meet with the great delegations which had arrived from the Rudolph Wurlitzer Company home and district offices.

Many hours before the official opening of the Grand Ballroom there was a great crowd present awaiting in pleasant anticipation the affair of the evening.

Enjoyment was the keynote of the day.

Old friends from miles about met once again with Homer E. Capehart, popular and beloved leader of the Wurlitzer organization who was present with his usual congeniality and good humor to help round out the entire afternoon leading to the great evening that was to follow.

At the stated hour of seven there was already a tremendous jam at the ticket desks in the lobby of the

Grand Ballroom. Visitors continued to arrive in droves regardless of the rain and sleet.

The crowd became so great at one time that it was necessary to form the ticket holders into line so that those handling the seating arrangements could work more efficiently.

At 8 p.m. the lobby of the Grand Ballroom was absolutely packed to capacity with more and more couples arriving every minute.

Dinner dress predominated among the men with formal attire noted here and there. Decollete evening gowns and gleaming jewels were well sprinkled throughout the black of the evening wear by the charming and lovely wives and friends of the coin-men present. It was the most brilliant gathering of celebrities in the history of this industry.

At 8:30 the doors leading to the Grand Ballroom were thrown open allowing the majority of the crowd to be seated at their reserved tables.

Harold Kahn and his orchestra provided musical entertainment while the crowd was being seated.

The procession was orderly and well-mannered with escorts conducting their ladies to the seats.

Upon the opening of the doors of the Grand Ball Room there was noted a tremendous six-foot sign of welcome from Modern Vending Company to Homer E. Capehart.

Over the great stage there was another huge six-foot sign with a complete body length picture of Homer E. Capehart which stated, "Happy Landing to Our Leader" and was signed by J. A. Darwin. This picture was surrounded by flags.

There were huge banners decorating the balconies with the Wurlitzer name on them. A long speaker's table faced the doors.

At exactly 9 p.m. the men who were to be seated at the speaker's

table entered. They were: Homer E. Capehart, guest of honor and vice-president as well as director of sales of the Rudolph Wurlitzer Company; J. A. Darwin, special representative of the Wurlitzer firm who was also toastmaster of the evening; Nat Cohn, president of Modern Vending Company; R. C. Roling, vice-president and general manager of the Rudolph Wurlitzer Company; Paul S. Bennett, manager of the Games Division for Wurlitzer; Bill Gersh, director, sales promotion, Byrde, Richard & Pound, advertising agency; William Landsheft, president of Landsheft & Warman, advertising agency; C. E. Johnson, Wurlitzer vice-president and plant manager; Robert S. Bleekman, Chicago district manager for Wurlitzer; Harry F. King, personal secretary to Homer E. Capehart; B. L. Kulick, New England district manager for Wurlitzer; J. A. McIlhenny, assistant to Homer E. Capehart; R. R. Bowers, manager of the New York Wurlitzer music store; Paul Fuller, Wurlitzer designer; W. R. Deaton, Wurlitzer district manager for North and South Carolina; E. H. Petering, salesmanager for Wurlitzer; William P. Bolles, Wurlitzer credit manager; Ralph J. Reinhart, eastern advertising manager for The Billboard; Sydney J. Levine, counsellor to Modern Vending Company; S. T. Cass, Wurlitzer New York state and western Pennsylvania district manager; Robert J. Norman, Wurlitzer advertising manager; J. E. Broyles, assistant to Homer E. Capehart and Alan A. Seeger, leading Asbury Park, N. J., operator.

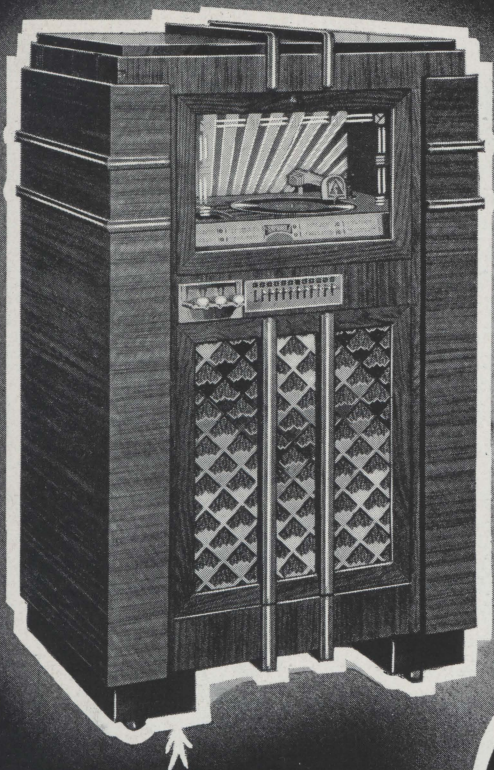
When all these men were seated the band struck up the Star-Spangled Banner and the greatest banquet in the history of the coin machine industry was under way.

Dinner was immediately and efficiently served and thoroughly enjoyed by all those present.

At the serving of the demi-tasse, Joe A. Darwin, toastmaster for the evening, took over the microphone at the speaker's table and began to introduce the members of this table to those present.

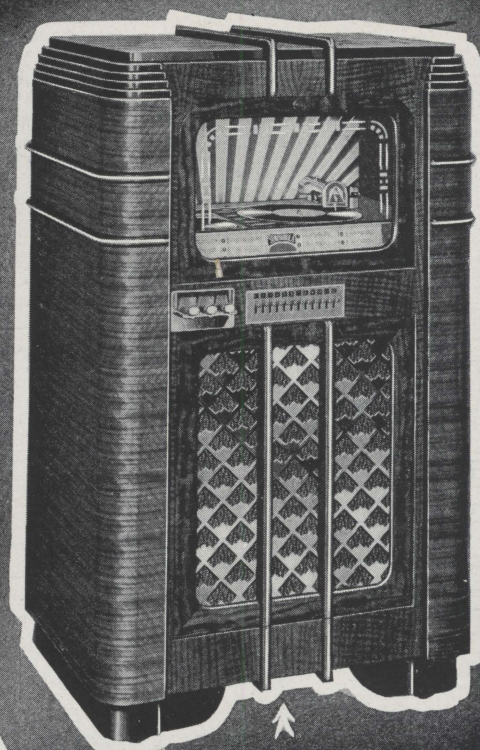
His introductions were short and to the point to escape any possibility of boring the tremendous crowd who eagerly listened to the speech of the evening by Homer E. Capehart and the great entertainment which followed.

The girl who is afraid of life, advises Gertrude, should keep away from the men who are full of it.



**HIGH FIDELITY SYMPHO-
NOLA MODEL "BX"**

HEIGHT, 51"; WIDTH, 30 $\frac{1}{4}$ ";
DEPTH, 21 $\frac{3}{4}$ ". ILLUMINATED
12 RECORD MULTI-SELECTOR.
5 TUBE FULL RANGE AMPLIFI-
CATION. 12 INCH SUPER
DYNAMIC SPEAKER.



**HIGH FIDELITY SYMPHO-
NOLA MODEL "H"**

HEIGHT, 51"; WIDTH, 30 $\frac{1}{2}$ ";
DEPTH, 22". ILLUMINATED 12
RECORD MULTI-SELECTOR. 7
TUBE FULL RANGE AMPLIFI-
CATION. 15 INCH SUPER
DYNAMIC SPEAKER.

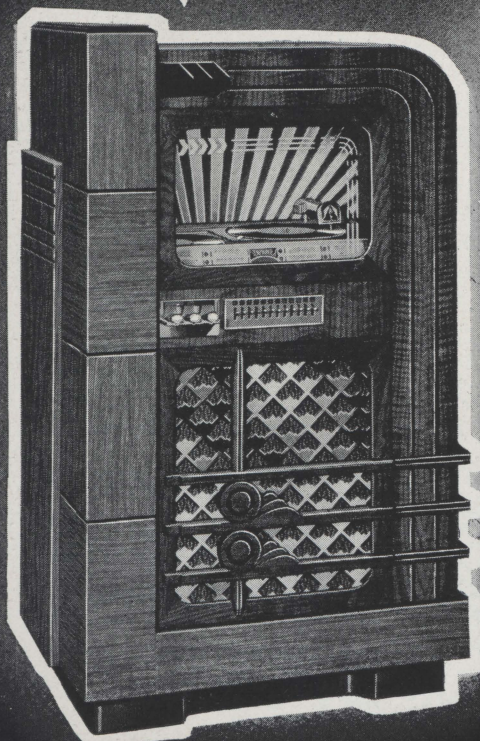


**HIGH FIDELITY MELODY
KING MODEL "Q"**

HEIGHT, 54 $\frac{3}{4}$ "; WIDTH, 31 $\frac{1}{2}$ ";
DEPTH, 24". ILLUMINATED 15
RECORD MULTI-SELECTOR. 7
TUBE FULL RANGE AMPLIFI-
CATION. 15 INCH SUPER
DYNAMIC SPEAKER.

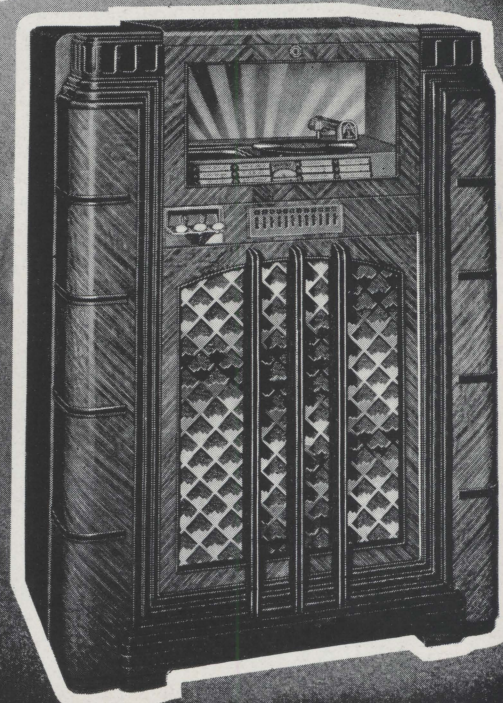
**HIGH FIDELITY SYMPHO-
NOLA MODEL "XF"**

HEIGHT, 56"; WIDTH, 40 $\frac{1}{2}$ ";
DEPTH, 23 $\frac{3}{4}$ ". ILLUMINATED
12 RECORD MULTI-SELECTOR.
9 TUBE FULL RANGE AMPLIFI-
CATION. THREE 12 INCH
SUPER DYNAMIC SPEAKERS.

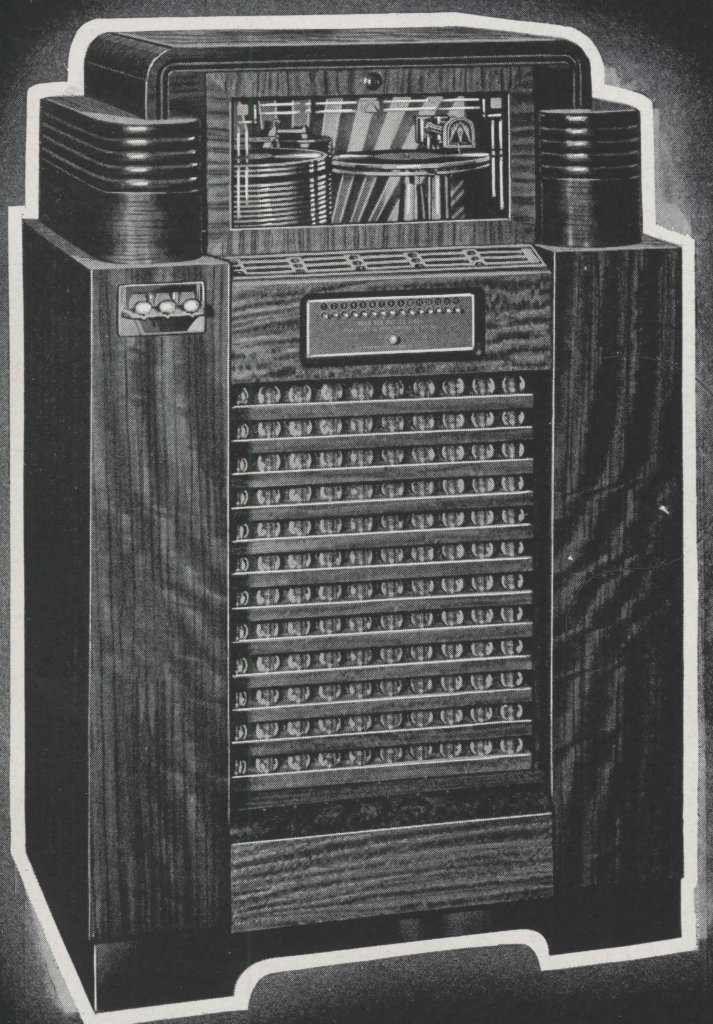


**HIGH FIDELITY SYMPHO-
NOLA MODEL "J"**

HEIGHT, 55"; WIDTH, 31 $\frac{1}{2}$ ";
DEPTH, 21 $\frac{1}{2}$ ". ILLUMINATED 12
RECORD MULTI-SELECTOR. 8
TUBE FULL RANGE AMPLIFI-
CATION. TWIN DYNAMIC SPEAK-
ERS.



*The J. P. Seeburg Corporation heralds
1937 with the most Magnificent
Line of Automatic Phonographs
in History!*



HIGH FIDELITY MELODY KING MODEL "K"
HEIGHT. 54½"; WIDTH. 35"; DEPTH. 25¾". ILLUMINATED
15 RECORD MULTI-SELECTOR. 8 TUBE FULL RANGE
AMPLIFICATION. TWO SUPER DYNAMIC SPEAKERS.

MELODY KING *and* **SYMPHONOLA**

HIGH FIDELITY

Since 1903, the J. P. SEEBURG CORPORATION has created the world's finest automatic phonographs. 1937 ushers in our greatest achievement, the triumphant array of HIGH FIDELITY MELODY KING and SYMPHONOLA MODELS. Each cabinet is a distinctive work of art, constructed of fine woods. Simplicity and proven reliability are the predominating characteristics of the SEEBURG mechanisms. Unsurpassed in FULL RANGE REPRODUCTION, these phonographs are incomparable in their HIGH FIDELITY TONAL VALUES. Adaptable to any type of location in performance and appearance, the 1937 HIGH FIDELITY SEEBURG LINE is hailed as the most brilliant in the industry.

J. P. SEEBURG CORPORATION
1510 DAYTON STREET • CHICAGO, ILLINOIS

THE SEEBURG FRANCHISE IS MORE VALUABLE

FISHER BROWN PRAISES ASSOCIATION WORK

Mr. Fisher Brown of Folsom & Brown, Dallas, Texas, has been kind



Fisher Brown

enough to take time to give his opinion, after many years of experience, regarding the work of associations in the coin machine industry.

Regarding the reason for joining a local organization, Mr. Brown says, "I have heard a lot of generalities upon this subject, but what interests me most is the dollar and cents value in time and money the association officials ask that I give this organization.

"I believe I could talk and write for two hours without repetition. Not extolling the advantages of association membership, but of the actual necessity of an active, aggressive, participation in association activities.

"In the first place, the coin machine industry has never been recognized by commerce and industry with the same sort of fellowship extended to other industries of the same importance and size.

"This is largely due to the free lance, haphazard, and unbusiness-like methods of operation carried on by individual operators whose jealousies and personal animosities toward his competitor have made of him an unethical, unfair, and often dishonest individual.

"It can be seen very readily that his selfish interests govern most of his activities. His sole purpose is in securing an immediate and fabulous return on his investment and that for such return, he is always willing to

sacrifice the future of his business without regarding tomorrow.

"The quickest way to commit commercial suicide is to destroy the fundamentals and fine principles that underlie all legitimate business. Those fundamentals consist of the time honored principles of hard labor, reasonable returns on investment, and honesty.

"When the individual forgets these principles, he is doomed, and when such large numbers of individuals in an industry are doomed, the industry itself is finished.

"Therefore, the time, money and ability invested in association work is the only means by which thinking individuals can bring other members of the industry together for a discussion and the planning of the future policies of such industry that would tend to perpetuate the interests of all concerned from manufacturer to consumer. Their exchange of ideas in an association and their agreements against unethical methods and proper planning should tend to convince the average operator that, after all, their interests are identical and their future independence lies in their ability to work together."

JIMMY JOHNSON PLEASSED OVER BUSINESS

"Western has been taking the profit pot consistently with its full house, three aces up, Thoro-Bred, Center Smash and Harmony Bell," states, Jimmy Johnson, head of the Western Equipment and Supply in a comment concerning the successful line of his organization's amusement devices.

Well-known throughout the coin machine industry, these three Western productions have created unsurpassed records not only in location income, but consistently satisfactory mechanical performance.

Continuing, Mr. Johnson said, "Our company has never enjoyed so widespread a distribution, and characteristic of this distribution is its general high level. A distribution framework, no matter how extensive, is worthless unless it has some real meat on it, and by that I mean constant repeating of volume orders. Western games may be found in the far-flung corners of the world. Proverbially, the sun never sets on a Western Game, and whether it is in the Orient or some small town in Ohio, you can rest assured that our machines are providing trouble-free operation."

Thoro-bred, a deluxe race horse machine, has been long ranked as king of amusement devices. Ultra-modern in playing design and appeal, Thoro-bred has shown itself to be deserving of its title by the concrete evidence of its money-making records.

An avoidance of service headache has been one of the primary reasons that Thoro-bred has been able to attain this high record.

Truly the big game of the year, Center Smash packs almost all the thrills of the popular sport of football into a 1 ball automatic payout table. It is physically impossible to transport all the dynamic action of this game into a location, but Center Smash approximates this thrill with its ingenious playing mechanism.

Center Smash possesses an unusually colorful appearance. From one to seven college pennants light up when a coin is inserted into a mystery coin chute. Payouts are made only when the ball enters a hole bearing the college name of an illuminated pennant. Action illustrations on the playing field add to the atmospheric appeal and attract attention.

Harmony Bell has been accepted by the entire industry as one of the major business stimulations for automatic phonographs. Used in conjunction with these musical instruments this payout machine provides a selection to the player whether he wins or loses. It can also be operated individually.

Naturally with its array of "Western Winners" on the market, this organization is forced to go into high speed production to meet orders. Despite its maximum schedule, the Western high standard of manufacturing is being maintained.



The Wurlitzer Party Wowed Them Too—A. A. Seger, successful Simplex operator of Asbury Park; E. V. Ross, big operator of Baltimore; J. A. Darwin of the Wurlitzer organization and Maurice Piesen of Coney Island agreed to a man that when it comes to parties deluxe—Wurlitzer's Waldorf-Astoria affair topped them all by the proverbial mile.

DEPRESSION BABY GROWS UP

By HERB JONES,

Adv. Mgr., Bally Mfg. Co.

A big party is scheduled for early in January 1937. It's going to be held in Chicago, and it's going to be



Herb Jones

a grand affair. Guests will come from every part of America and from a dozen or so foreign countries. Officially the party will be known as the 1937 Coin Machine Convention and Exposition. Actually it will be the "coming-of-age" party of a youngster who has long been known as a "Depression Baby" and who in the past year has definitely demonstrated his right to wear the long pants of full-grown prosperity.

In former years, as each Coin Machine Show blossomed out bigger and better than the previous one, it was the fashion for critics to say, "Oh, sure, that industry is doing well because there is a depression; it thrives on hard times when people measure their amusement budget in pennies and nickels." This year the Coin Machine Show cannot be pooh-poohed so easily. For, as we are all agreed, prosperity is here again—or at least heading this way at terrific speed. People are spending money on a more generous scale. Pennies and nickels are no longer the sole currency of amusement. And yet this year's Coin Machine Show will be the biggest on record!

The truth of the matter is that the American people, who found so much comfort in coin-operated machines during the past few dismal years, have learned to love the whimsical gadgets of our industry so much that no amount of prosperity can wean them away from the pleasure released by pushing a coin-chute. In fact, it is in the haunts of prosperity—the "spots" where the public is spending its easier-flowing money—gay night clubs, jolly taverns, busy stores and restaurants—it is in these very places that coin-operated machines are to-

day enjoying the heaviest play in history. So, after years of believing that people play coin-games because they're cheap, we find out the real reason: they play our games, our phonographs, our countless clever devices for one reason only—because it's so damn much fun to do so!

And the 1937 show will be a triumphant celebration of that discovery!

Operators, jobbers, distributors everywhere should make a point of coming to Chicago during the week beginning January 11. They should come to see the tremendous array of new money-making machines—the biggest assortment ever presented. They should come to attend the business sections, to discuss their problems with their fellow men in this field. But, above all, they should be there with bells on to celebrate the coin machine industry's "coming of age."

Remember the dates—January 11, 12, 13, 14, 1937. Remember the place—Hotel Sherman, Chicago, and remember to be there!

BALLY CONDUCTS EARNING SURVEY

As a result of a nation-wide study of earnings on "Bally Eagle Eye," photo-electric ray-rifle, production on this machine will be increased at least 50 per cent over original plans, according to a statement just released by Ray Moloney, president of Bally Manufacturing Company.

"Our earnings survey on Bally's Eagle Eye," Ray stated, "is probably the most comprehensive 'research' of its kind ever attempted in this field. It is based on a complete cross-section of the location set-up, both geographically and as to type of locations. Samples were shipped to key distributors in all parts of the country, together with complete instructions for conducting a careful two-weeks location test. We received wonderful co-operation, which resulted in increased sales, as testing distributors were quick to analyze their reports as meaning an even greater demand for the machine than they anticipated. As more and more machines get on location and operators find out what Bally's Eagle Eye will do, the already heavy demand will be swollen to a point where our present production will be inadequate. Therefore, the first thing on the program the day after Christmas will be to provide at least a 50 per cent increase in our daily output."

"It is evident from our tests that operators can figure on a gross play of \$15 to \$45 daily, depending of course on the type of location, hours of business and other variable factors. This is particularly satisfactory, inasmuch as nothing is deducted for awards."

"Angel, your kisses lift me right up."

"Yes, and if you aren't careful dad's foot will do the same thing."



FIRST AUTHENTIC PICTURE OF O'TOOLE INDIAN hand-shake, demonstrated by Jim (Chief Gin-Buck-Too) Buckley, general sales manager of Bally Manufacturing Company, sponsors of the O'Toole organization; and Harry (Chief Loud Song) Halpern, well known Florida coin-machine distributor.

OPTIMISTIC OUTLOOK FOR 1937

By E. V. ROSS, Oriole Coin Machine Corp., Baltimore, Md.

During the past few months, we have received hundreds of letters, asking our opinion on the coin machine industry. We like to receive these letters. They come from manufacturers, jobbers, operators and patrons of coin-controlled equipment. We answer them to the best of our ability. The principal subject is always with reference to the equipment not being mechanically perfect and to its giving a great deal of mechanical trouble. The trouble is that we overlook the fact that the

the machine, the employment of such practices as will contribute to the successful use and operation of the equipment. This can be done only by simplifying testing methods, and passing them on to the operators. No sacrifice, with respect to quality, should be permitted. Rigid quality control, extended to the inspection of all incoming materials, all parts manufactured, even to each step of manufacturing, up to the finished product, itself, is, to our way of thinking, a good practice.

The amount of attention that can

complete characteristic checks, adequate quality test sets, checks on accuracy of factory tests, and warehouse and customers inspection test equipment. The trial of which is subject to include test of characteristics, mechanical inspections, shorts and noises.

Through the specialized manufacturing methods, and with quality control policies, as may be put into effect, and with the proper methods of distribution by the distributors, through quality controlled policies, a degree of uniformity can be se-



Showing executive office and lounge room of the New Oriole Building at 138 West Mt. Royal Avenue, Baltimore, Maryland.

coin machine industry is still in the experimental stage. To prove this, the engineering division of one of the largest manufacturers of metal products in the world, is setting up testing laboratories for our use.

The design, construction and purpose of all equipment is more or less critical; and, it is very difficult for the average manufacturer, distributor, jobber or operator to determine when the equipment is satisfactory and when it is unsatisfactory. The policy should be with respect to the engineering and manufacturing of

be given by the manufacturer, the distributor and the operator to the manufacturing of the product and to the finished product, is of great importance at this time. Especially, where so many changes are taking place. Specialized production methods will no doubt permit and produce a greater individual skill, resulting in a more uniform, higher quality product. Testing facilities for the jobbers and the distributors should be very adequate and should include specialized factory testing equipment, engineering testing sets,

cured, which is subject to eliminate the need for specialized tests by the operators, on location. These precautions, together with advanced manufacturing methods, will make it possible to successfully operate equipment, manufactured and sold, as the industry progresses.

The coin-controlled industry has a great future, especially in the amusement and merchandise vending field. We feel very optimistic about the future, and are laying our plans accordingly. We believe that 1937 will be a greater year.

SYMPHONOLA PRODUCES TRUE TONE

With business picking up in all phases, industries' smokestacks again active, thousands of glistening new cars on the street, old man public seems to be back on its financial feet, and has the inclination and money once more to go stepping. Consequently the Nation's entertainment spots are jammed.

In line with this tremendous upward swing in the amusement world is the Seeburg High Fidelity Symphonola. An automatic phonograph

that recreates music with true tonal quality. This outstandingly popular phonograph is fulfilling the demand for music on thousands of locations while the laughing, happy crowds dance, already forgetting depression and the more gloomy years.

Seeburg acoustical engineers have designed an automatic phonograph worthy of any type of location. Night club, amusement arcade, tavern, country and town clubs, hotel lobbies and theater foyers are ideal spots for the placement of the High

Fidelity Symphonola.

The outstanding characteristics of the Seeburg automatic phonograph as contended by this company's engineers is its capability of tone reproduction. The music or orchestra is personalized by this marvelous instrument for the exclusive entertainment of a location's patrons. Consequently, there is a satisfaction gained from this phonograph's renditions which naturally induces one recording play after another to build up huge profits.

NEW!

THE ROYAL POINT NEEDLE

Revolutionizing Phonograph Operating Costs . . .

Definitely Improved Tone Quality!

**COMPARE---AND SEE
FOR YOURSELF!!**

Less Surface Noise—Maximum Volume Output—
Doubles Record Life—Need Never Be Turned—
REPRODUCES TRUE HIGH FIDELITY

ROYAL POINTS DOUBLE the LIFE of Your Records

ORDER A SAMPLE AND BE CONVINCED

*“Buy Phonographs for Your Needles
Instead of Needles for Your
Phonographs”*

**Customary Deposit Not Required
on Single Lot Sample Orders**

All Prices f.o.b. Wichita, Kansas

Retail Price.....\$7.50

Operator's Prices

Sample\$4.50

Lots of 10.....\$4.00

Lots of 250.....Prices on Application

**“IT'S A JEWEL POINT”
NEEDLE**

With proper care will play at least
sixteen thousand records or approx-
imately two years on the average
automatic phonograph location.

*A Few Large and Reliable
Distributors Wanted*

ROYAL POINT NEEDLE CO.

707 Schweiter Building WICHITA, KANSAS

CLUB-JACK—THE NEWEST COUNTER GAME

Club-Jack, the newest counter game, is unique in design and in operation. The machine is equipped with interchangeable wheel strips, to suit varying demands.

Club-Jack is furnished in one-wheel, two-wheel or three-wheel models, as may be desired, and the wheels can be easily and quickly fitted with strips bearing the names of race horses; names of football teams, numbers and many other games.

One three-wheel machine on display is fitted with names of Derby winning horses and makes it possible to "play the races" exactly the same as at race tracks, offering win, place and show odds. For example, on the left hand wheel appears the first half of the horse's name, on the middle wheel the second half of the name and on the right hand wheel the full name of the horse. The payoff on this combination, complete, is 30 to 1.

Another three-wheel machine bears the names of the Big Ten Conference football teams and is enjoying a great vogue at present. The players attempt to bring up on the strips the name of the team he has selected from the list of ten.

Other machines have wheel strips that are numbered, which offer a variety of combinations to tempt play.

The interchangeable wheel strips provide a machine that is versatile, always new and up to date and will hold public interest.

No coins are used to operate Club-Jack and the machine is legal, provided no charge is made to play.

Club-Jack was invented and patented by Mr. Alfred R. Babcock and is being marketed by the Four-Jacks Corporation, 160 North LaSalle street, Chicago, Ill. Mr. Babcock promoted the international motorcycle races at Soldier Field in 1934 and invented at that time a system of paying prizes to patrons by tying up rain check or ticket stub numbers to numbers of contestants finishing first, second and third. The system was given the name "Speed-Jack," and from that beginning has evolved this ingenious counter machine that is rapidly being installed in retail stores, night clubs, taverns and other establishments.

Club-Jack is a sturdily built, handsome machine, finished in nickel and in brilliant color combinations to harmonize with surroundings.

Uncle Sam's payroll exceeds \$11,000,000 a day.



HERB BROWN IS GOING TO CHICAGO SHOW

Above is the likeness of T. H. (Herb) Brown, popular manager of the Northwest Texas Novelty Company of Wichita Falls, Texas, who is considered one of the best distributors and operators in the entire Southwest.

Herb is one of the old timers in the coin machine industry being one of the very first novelty pin ball game operators in Texas and probably the first to operate payouts in his territory. He is well known by every operator throughout Northwest Texas. His congenial personality coupled with his thorough knowledge of all operating problems, makes him a valuable asset to a great many new operators entering the coin machine field.

As always in the past, it's a 100 to 1 bet that Herb will be on the Texas Special when it pulls out of Dallas for the Coin Machine Show, where he will probably make new connections with the manufacturers regarding games that will prove profitable to both himself and his customers during the coming year.

As a gentle reminder to all you boys that are planning on riding the special out of Dallas or Fort Worth, make it a point to get acquainted with Herb and in all probability a little chat will instantly show you why he is called "Northwest Texas' favorite operator."

Some experiences which appear to be disasters become, in retrospect, veritable life-savers.

KEENEY'S TARGETTE BIG HIT

One of the most popular sports in this country is trapshooting. Thousands of men, at this time of the year, are swinging their guns on a sailing black disk called a "pigeon." There is a real thrill bringing these targets down, one after another, as they sail out in varying arcs and speeds. It takes skill and a good eye to chalk up a good score.

Targette, Keeney's new rifle range game, possesses an identical thrill. Not like the ordinary type of device, Targette has a moving target that picks up speed after every hit is made. The monotony of a similar target on every shot is eliminated, and it is necessary to vary the angle of sighting. Although this provides an intense skill appeal, it does not discourage the play of an average person.

This electric eye rifle range is simple to operate, and while it takes a real marksman to accomplish a perfect score, it does not lessen the excitement of shooting, but, rather, adds to it. Thus, again has Keeney captured the authentic appeal of some hobby or sport to produce a superior amusement machine.

A major contributing factor to Targette's sensational popularity is its realistic range, enclosed in the target cabinet. The target, itself, is the photo-electric cell, which travels back and forth. The gun is of standard size, and it looks, feels and shoots like a real rifle, not like a popgun or toy. The size of the light ray never varies and is unaffected by continued use. Exclusive Targette devices are the everlasting cartridge that is focused to 1-1000 of an inch and the guaranteed trigger switch. A player cannot score hits by using a pocket flashlight or "fanning" the target by holding on the trigger so the gun shoots a continuous beam.

One of the paramount reasons for the tremendous response of the operators is this game's adaptability to various size locations. It can be operated efficiently on any range measuring from 15 to 35 feet and in any amount of light. Its height is variable and the cabinet can be hung on a wall after it is detached from its standards.

First profit reports show clearly that the Keeney engineers were on the right track when they produced a game which approximately provides the hazards and skill appeal of trapshooting.

DON'T PUT YOURSELF IN THIS MAN'S POSITION!



OPERATOR: I hear that the manufacturers of the RAY-O-LITE RIFLE RANGE are going to sue all operators of equipment infringing upon the SEEBURG patent rights. I'm in a bad way. I've spent a lot of money and have realized very little on my investment, as yet. What can I do as an operator of "bootleg" machines.

ATTORNEY: From what little you have told me, I should say that if they have valid patents which are being infringed they CAN and WILL do plenty.

OPERATOR: But, just exactly what can they do?

ATTORNEY: They will undoubtedly stop the operation of these unauthorized rifle ranges, and also sue for your entire profits or tripled damages—whichever may be the greater. What is more, they can invoke the jurisdiction of the swiftly-moving Federal Courts. This is not a state charge!

OPERATOR: Hold on, what about the jobber that sold me my machines?

ATTORNEY: Under patent laws of the United States of America, the manufacturer, the seller, and the user are all liable in a matter of this kind. You are both in the same boat!

OPERATOR: And the manufacturer, isn't he compelled to defend me and assume my losses?

ATTORNEY: No! There might be a bare possibility,

if you were the only one operating his machine. He has made and sold a great number of these infringing rifle ranges and to defend and try to hold harmless all the users of his machines would be beyond his means and would likely send him plunging into bankruptcy! I am inclined to think he will tell you that he is sorry but powerless to assist you. I'm afraid that you'll have to battle your way out of your difficulty entirely on your own.

OPERATOR: The thing that really aggravates me is that I was warned about this matter before I invested. There were direct statements published concerning this danger. Instead of consulting you, or even giving it due consideration, I went ahead and ran right into trouble. You know, from the very start, I have had headaches with my machines . . . always servicing them. I've gotten back little or nothing on my investment and now I stand to lose it all.

ATTORNEY: There's no use in trying to evade the bitter truth. You have put yourself in a bad position. If you had come to me for legal advice, or had carefully considered your own best interests, instead of listening to a fast-talking salesman whose assurances and promises are not at all substantial, then you could have avoided all this mess. **BUT, WHATEVER YOU DO, DON'T BUY ANY MORE OF THOSE INFRINGING MACHINES.**

OPERATOR: Say, being burned once is bad enough . . . and it's an expensive lesson . . . let me tell you!

J. P. SEEBURG CORPORATION

1510 DAYTON STREET ★ CHICAGO

Harry Speaks From Thirty Years' Experience « in the Music Field »

"There isn't a day goes by but what I am asked 'What do you think of the automatic music business and its future as well as why did music come back?' Not only are these inquiries made in person by new operators, but many old timers have come back into the field asking the same questions. Trade journals write me for an opinion on music, stating that they need the information for their music section. The reason I am equipped to answer this is due to the fact that I have been in the automatic music business practically my entire life, working at it constantly over thirty years.

"About the only answer necessary regarding music would be to ask the one asking the question to look back and see if there hasn't been some kind of music ever since the world was made. The Bible tells us of music, and has been preached and preached by noted writers on music. The heathens have their form of music. It has been here as long as the world, and naturally it will be here as long as the world. It has advanced with everything else until at the present time we marvel at the perfectness of music.

"When I began operating coin controlled music, we had the old Regina music box that played a big steel disc. The only one I know of in captivity is owned by Mr. Lightner of the Automatic Age in Chicago. Just two or three years ago I helped put this old antique Regina in working order so that it is playing the disc. I doubt very seriously whether ninety people out of one hundred in the business have ever heard or had the pleasure of seeing a Regina.

"I am almost positive that the Wurlitzer family brought the Regina to the United States; in fact, I know that they did sell many Reginas.

"Following the Regina, we had the Pianniny, a form of piano known as the electric piano, and for many years the electric piano was developed and operated very profitably.

"Those good old electric piano days when we had to ride a horse to service machines! Service calls were numerous, and we had to wait for

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The following is an exclusive interview with Harry Drollinger, Wurlitzer distributor of Dallas, Texas. Mr. Drollinger has been in the music operating business for over thirty years and gives his opinion of the outlook for music from the rich store of his experiences, both serious and comical.

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the roads to get solid so that the horses could get through to haul the big old eleven-hundred pound piano to its location. We didn't think that there was any particular place to put this music machine excepting the bar room or in the house of ill-repute. This went along for probably over twenty years, then along comes the notice that America is going dry.

"This was the signal to all owners of pianos, as well as the manufacturers, to throw up their hands and say, 'What are we going to do? We will be out of business, etc.' Many really went out of business through fright.

"I recall very, very distinctly my old boss with the National Piano Manufacturing Company, Mr. Walter Ioor, for whom I was superintendent of service at that time, handling over 10,000 automatic pianos in the United States, calling me into his private office in Grand Rapids, saying, 'Harry, what are we going to do? The country is going dry, how are we going to keep this factory running, and what are we going to do with the machines we have in the field?' To which I answered that I had been giving it a lot of thought. In fact not only giving it thought, but had already tried out in advance what we were going to do to keep those hundreds of people working when the saloons went out, explaining to him what my try-outs were by putting the piano out in restaurant locations, candy kitchens, hotel lobbies, etc.

"It was the hardest task that I have ever undertaken, to convince the restaurant man and other such locations that music would add to their business, entertain their patrons, give his place the air of respectability, as the proprietor would

immediately tell us not to give him any sales talk, as there were only two places where these machines should be, and that he did not want to be classed with those in any way. However, we did not stop at a few rebuffs, we kept on plugging, working away up into the wee hours of the morning. I sat at my little Corona typewriter urging my men to get out and get locations for their pianos. When the country went dry, we had removed all but about 200 of our pianos from the saloons, set them in restaurants, drug stores, hotel lobbies, and pool halls. In fact, we moved them into locations that were going to stay in business, and as a result, our factory not only stayed in business but it tripled its personnel and their product from that time on. There was not a week that we were not wiring the factory for additional machines that they could not supply. The earnings were not only better, but the records I have in my file will show that they have tripled. The first year of our experiment and from that time on we have had a very profitable business in cafes, drug stores, club rooms and hotel lobbies. In fact, some very, very profitable locations are in dental offices, mule shoeing establishments and places that no one would ever think of placing a music machine.

"Then along comes the unamplified phonograph, called talking machines at that time. Naturally it gave us a little worry at first. In fact we had to move some of our pianos. However, the patrons of establishments had been used to loud music. The unamplified talking machine could not produce the volume, the novelty soon wore off, and we were back with our same piano in the same location.

"Everything went along nicely for us with our piano until the amplified one came along, and then it was just too bad, for they had the volume. While the machine was crude, giving a lot of trouble, were very expensive, nevertheless, we soon found ourselves up against the real trouble. We found out that music had changed, but remember this, that it

was after more than twenty-five years of one type of music, and as you well know, today there are very few electric pianos in operation. However, here in Texas there are probably 500 of the old style pianos running fairly profitably. To be sure, they are in little Mexican locations where the customers are not educated to American ways.

"Now, as to the amplified phonograph, we still were doing a nice business with an unlimited number of locations when along comes the abolishment of prohibition which opened thousands upon thousands of beer taverns, new cafes that naturally made splendid locations for phonographs, which have been taken. This has also brought into the field thousands of new operators.

"The manufacturers of music machines of years ago naturally kept pace with the advances, but when prohibition was abolished thousands of new operators were in the field who had been brought into the business through the pin game craze.

"New manufacturers sprung up, new salesmen were added to the various manufacturers' forces, who were not experienced, who went out into the field and sold these new operators music machines, but after selling them, could not in any way explain how to operate the equipment profitably. The old timers did not need any explanation. The new operators went out not knowing about the fundamentals of operating music. All they had in their mind and all that they knew was how to operate pin games. Naturally they raised the commission to locations,

paying them 50 per cent. They could not pay for their machines or make any money; however, the harm was done.

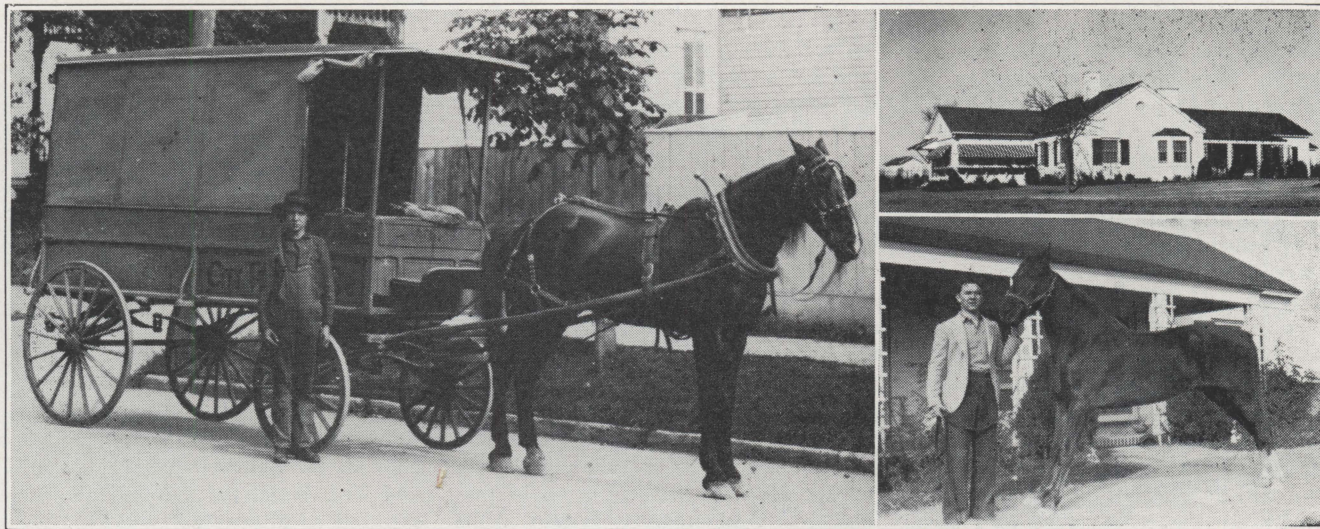
"This is enough on how music has progressed, so we will look into the future. That the future of music is far better than it has been in the past is our personal belief. However, its future will be just what the operator makes it. Of course, the manufacturer, too, will be responsible for the future of music. The companies manufacturing records played on these machines, too, have a very, very important part as to the future of automatic music; and while we are on this point, let me say that right at the present time the operator who is putting suggestive, indecent records on his machines is just putting himself out of business. We have preached this for years, and it is getting more serious every day. Unless it is stopped, we are going to find that we are out of business, and in this connection, let me say there are only three or four companies making records, it looks like it would be an easy matter for them to get together and stop making indecent records. If they don't make them, the operator can't use them. In other words, he will be without a place to buy them; so it would be a simple matter at this time to stop the heat that is being put on the automatic music on account of indecent records.

"Now, the operator's part in the future of music is to clean up his own house. What I mean by this is to stop paying exorbitant commissions, stop using indecent music, stop

putting down floors, stop loaning money, buying linoleum, signing notes, etc., to get a location away from brother operators. In other words, make a profit on your music machine or else put it into the warehouse. There is no business that can succeed without making a profit. The operator of music machines, without fear of dispute, cannot make a dime by paying 50 per cent of his gross intake to the location. He cannot make a dime by loaning them money, or rebuilding their store.

"The future of music further depends greatly upon the sales of music machines. The operator that is smart will steer clear of a salesman of any make of machine that offers him some unheard of proposition to sell him. He is either going to sell the operator something he could not use later on or else his equipment is not new. Or he either wants to put it out regardless of the results. There is no manufacturer of music machines that can give his product away, neither can he give you funny terms and do a profitable business. So let me say right here that I believe there is not a manufacturer in the United States that runs his business without making a profit. In fact, he could not run his business, so therefore, when he offers Mr. Operator a proposition where it doesn't cost him anything to get in business, he is doing something to somebody, generally it is not to himself.

"The smart operator that is going to make music his endeavor, and I might say life's work, will steer clear of any product that forces him, through changes of models, to buy



Left: Harry Drollinger, when a boy, felt the urge to become one of the leaders in the music business. This is evidenced by the first class equipment the picture shows he was using in those days. Top Right shows Harry's beautiful home near Dallas, which he calls "Nickelbuilt," so named because nickels from coin-operated phonographs paid for it. Lower Right: Buddy, Harry's fine son, holding The Chief, one of his father's registered saddle horses.



Michael Clem and Joe Tonahill of the Texas Novelty Co., Beaumont, talking things over with Harry Drollinger.

new equipment every three or four months, in fact every year. I mean by that design, because after all design is about all the public knows about. Naturally any real operator would expect the company building his product to improve it constantly mechanically, but he is just a sap if he expects his manufacturer to change the eye appeal, the design I am talking about, every two or three months or even every year so that his equipment purchased a few months before is obsolete, as far as the patron is concerned.

"There are thousands of new operators in this music business that will be out of business within the next few months due to the fact that they don't sit down and figure their business in a business-like way. I doubt, very seriously, whether 50 per cent of those in the business have any records whatever outside of just his idea as to whether they are doing all right with their music, what the cost is to operate music, or what they are making on their investment. There is no business that can succeed unless such a record is kept. Therefore, if you keep that kind of record, you will not worry when you have to move a machine from a location, because some fellow that is not keeping a record offers more commission. You will just say to yourself, and you will be right, 'I am making money by moving it, because if I meet this fellow's commission, I won't make any money on the machine. If I take it out, I naturally will find a place to put this machine where I

can make a profit.'

"Now, don't say you can't do it, for I have been doing it over thirty years. That is just why you will see pictures in the trade journals of the home that I have built with nickels out of music, and when you see that this old boy has passed on to some place, you can just say that he was still in the music business. He will be there just as long as music is built, and I thoroughly believe that it will be built just as long as the world stands. I believe and know I cannot stay in the music business without making a profit, so therefore, there will be no need to meet the other fellow's commission just to keep the location because that is the best way to clean out the 50 and 60 per cent boys. Just let him go on and help him get a lot of them, for he will not be with you long. The manufacturer will have his equipment back, the location will still be there. They will want music, and the operator that didn't give it all away owns his equipment, is able to buy more, and will go right on making more money.

"In closing, let me say that music, without any fear of contradiction, is now, always has been, and without something unforeseen, always will be the backbone of the operating business. We believe this, and one reason we believe it is the antagonism of operators of various types of machines. Without any reason these operators feel that the music operator is responsible for their misfortune, when in fact the music operator does not worry anything at all about it.

In fact, he is, I believe, helping them in the field on most occasions, but due to the fact that the music man is succeeding, doesn't worry with them or with any other operator's problems, they think he is doing something to somebody, when in fact he is just helping them. Therefore, let me again repeat that the future of music is one of the bright outlooks at the present time and depends entirely upon the operator to clean up his own back yard, front yard and business. Second, the manufacturer should do the same thing."

A.M.A. OF IOWA

By MRS. R. W. MERRIAM

The Automatic Merchandisers Association of Iowa has been active throughout its entire existence and has accomplished many things for the fraternity, the chief of which has been the suppression of legislation, which would have made the operation of machines impossible within the boundaries of the state.

The State Legislature meets in session on the 11th of January this year and there will, no doubt, be several bills presented by uninformed senators and representatives which would mean an exorbitant taxation on the operator. The Association is preparing an alternative bill which will be substituted if something of this kind occurs. This bill will embody a reasonable license fee for the operation of machines and in a great many ways will be of major benefit to the established operator, who has an investment and wants to protect his business against "chiselers." Many lines of endeavor do have such license bills that are proving of real benefit to their industries, and the coin machine business can benefit accordingly.

The Association sends out a monthly mimeographed bulletin to all of the operators in the state which gives them direct and immediate information on all matters of importance to the operators of machines in the state also news of their fellow operators.

Our President C. P. Harrison and Secretary Robert W. Merriam were elected delegates to the National Convention in Chicago January 11-14. C. H. Robinson of Des Moines and Ted Welch of Centerville were selected as alternates.

The next regular meeting of the Association will be held in Des Moines January 19. Every operator is urged to attend.

TO ANOTHER YEAR!



... AND OUR MUTUAL SUCCESS!

We pledge to you the most brilliant line of 1937. Your head will reel with profit visions and your hopes will ride high after you personally inspect the wonderful Western Convention exhibits.

If you are looking for the newest and most revolutionary coin-operated devices, come to our booths or visit our rooms. You are assured of not only a preview of the coming year's biggest profit-makers, but a hearty and sincere welcome.

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Suites:

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& Supply Company*

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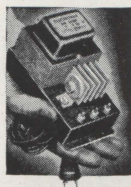
Attention CANADIAN OPERATORS

and DISTRIBUTORS
and MANUFACTURERS
who sell to CANADIAN
OPERATORS!

The famous ELECTROPAK and the ELECTROPAK alone complies with all the strict requirements demanded by the Hydro Electric Power Commission. This Authority which has granted the ELECTROPAK approval No. LA 5076 exercises sole control of all electrical devices sold in Canada. The ELECTROPAK is considered the authentic power unit not only in Canada but throughout the entire world.

NO GAME can be sold
in CANADA with any
other power unit than
the
genuine

ELECTROPAK



The Electropak comes in a special Canadian line to conform with Canadian power requirements.

ELECTRICAL PRODUCTS CO.

6535 Russell Avenue • Detroit, Michigan

ATLAS RADIO CORP., Ltd.

500 Knight Street, West

TORONTO 2, ONTARIO

D. LOU HARRIS, President

Canadian Representative for
The Electrical Products Co.

What good is a fellow, questions Marion, who doesn't know his own strength with a girl who knows his weakness?

CALCUTT GOES OVER THE TOP WITH HOUSE ORGAN

Fayetteville, N. C.—Joe Calcutt, and his world-famous firm, the Vending Machine Company, who are known internationally wherever coin



Joe Calcutt

machines are used, has gone over the top with the finest house organ ever published in the coin machine business, his 52 page magazine called "The Jack Pot."

Joe reports that he started this magazine more or less to see whether the operators would care for a new house organ. After his first issue which was only 36 pages he was literally swamped with requests for every issue he intended to publish by operators from all over the world.

Since this first edition his house organ has been increased to 52 pages and dressed up accordingly.

It has easily exceeded any magazine of its kind ever introduced to this industry and is daily growing in popularity. The firm is constantly in receipt of letters from operators, jobbers, distributors and manufacturers relative to its many qualities. In "The Jack Pot" Joe has devoted space to all leaders in the industry. Editors of leading publications have given voice to their opinions. Leading manufacturers have made statements of importance to operators.

All the noted writers of the firm and of the industry have had an opportunity to present a new angle in the issues which have since been published.

And now, since that first attempt, Joe is figuring on increasing the size of his next issue to possibly 64 pages and to bring the operators the very latest ideas in typography and printing make-up as well as in the newsy, sparkling stories, new and used machine bargains and various articles by outstanding writers of coin machine matters.

The Vending Machine Company of Fayetteville, N. C., has been in receipt of many unique letters since publication of the first edition of their house organ, "The Jack Pot."

One operator somewhere in the western mountain states cut out Joe's picture, pasted it on an envelope and addressed it simply to "Fayetteville, N. C." It reached Joe in the regular way without losing a day in the mails.

Another letter which Joe received was addressed to "The Vending Machine Company, U. S. A." and Uncle Sam's postoffice department somehow guessed that it was meant for Joe Calcutt. The letter stated that if Joe received it he could ship 10 machines of his choice for if he "was that well known," the letter said, "then I certainly want to do all my business with you."

Other queer letters which have reached Joe is one that was addressed simply to "The Jackpot, Fayetteville, N. C.," another to "Vemco, N. Carolina" and many others of this nature.

Joe gives credit to his house organ "The Jack Pot" for helping to make many operators a little happier once during the month and also leaving with them many entertaining memories.

Foreman: "And what are you two fellows doing?"

Boondogglar: "We're carrying these boards over to that lumber pile."

Foreman: "But where are the boards?"

Boondogglar: "For gosh sakes, Sam, we've forgot the boards."

Stabilization Will Predicate the Future Success of the Automatic Business

By **N. MARSHALL SEEBURG**

(J. P. Seeburg Corporation)

Predictions and theory, naturally, have to be accepted as intangible values. Therefore, the basis of this article is written on actual fact and experience as its foundation.

The scope of the automatic business at the present time is tremen-

this business can attempt to smooth out in the years to come.

The coin machine industry, in many respects like other industries, has had its share of "wildcat" manufacturers, distributors, operators and jobbers. I mean by "wildcat" the fellows who have come into it on "a grab and gyp and let's get-out-of-it basis." We should all be thank-

device." The mere fact that this entire business has thrived on the aforementioned attitude is substantial proof of its success. However, I do think that in addition to producing automatic amusement devices, the automatic field can expand far beyond the present limitations by a more concerted effort to produce automatic equipment that has practical necessity.

The majority of the manufacturers maintain experimental and research laboratories. The engineers and inventors employed in this work are leaders in their particular lines of endeavor. These men have far greater capabilities of producing than they have shown to date. I think that primarily, the fault lies with the manufacturers who have stressed "amusement devices."

When we recall the days of the coin operated electric piano and analyze the type of equipment produced since then, with the exception of merchandise vendors, scales, and coin chutes that have been variously adapted to many uses, we find that there have been comparatively few attempts to produce an automatic machine of practical necessity. I don't want you to misinterpret my use of "practical necessity." Amusement and recreation is of "practical necessity." However, I only use this term as a means of differentiation.

The few attempts at producing automatic machines, other than in the amusement classification, have proven very successful. It is these pioneer successes that convince me of the vast opportunity to exploit the more practical field.

Unquestionably the foundation for this expansion has already been laid. Its future and development will depend primarily upon the industry's aggressiveness to more seriously stress this "new branch of the business."

The marvelous automatic equipment produced and operated today represents big financial investment. The days when an operator could invest \$25 in used equipment and put himself into business are gone forever. Competition, all the way down the line, from manufacturer to location has necessarily forced these

(Continued on Page 194)



N. Marshall Seeburg

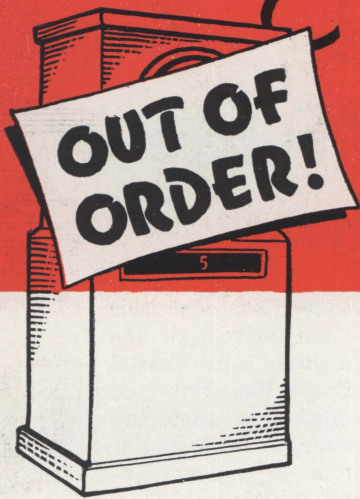
dous in proportions. Like the proverbial "little acorn," each year has seen the continual growth of the "giant oak." Yes, its growth has not only been tremendous but phenomenal. Whether or not it has been a healthy progress can only be determined on the future course of the entire automatic field.

Needless to state, there have been rapid transitions that have taken place. Many of these changes have been of distinct advantage, others have created irreparable damage which only the stabilizing factors of

ful that at this writing these fellows, generally speaking, have been eradicated, and now we can all look forward to stabilized progression.

It is my firm belief, that the majority of the manufacturers, distributors, jobbers and operators who are connected with this industry at the present time, are business men who will be permanently identified with it.

In the past, the manufacturer, distributor and operator have had the inherent opinion that "if it works with a coin it must be an amusement

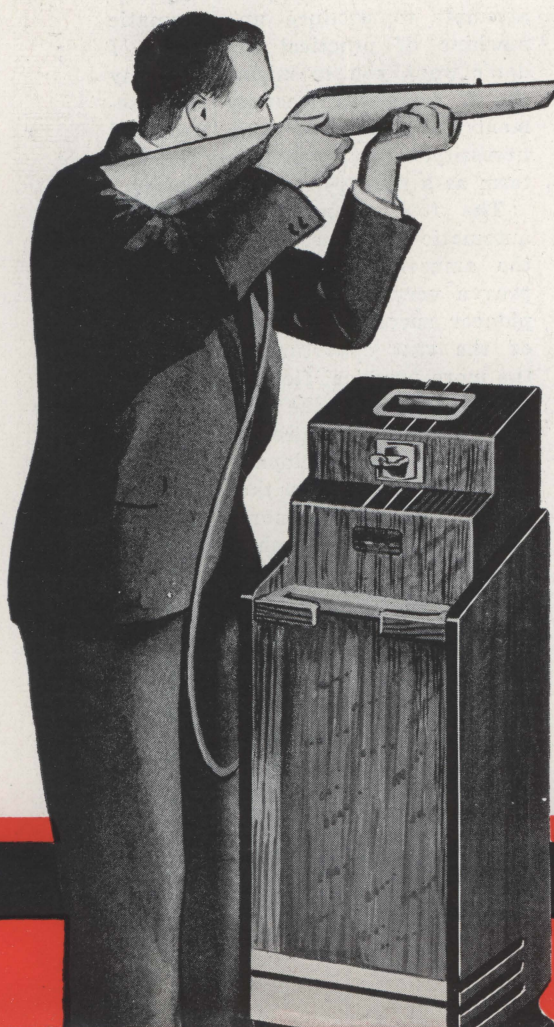


Why
**TAKE A
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ON THIS?**

When the SEEBURG

MAXIMUM OPERATING TIME GIVES YOU "BIG TIME" PROFITS!

• The full return and reasonable profit from your investment is largely dependent upon your machine's performance on location. An unreliable machine constantly in need of servicing is a disastrous handicap . . . **FOR EVERY MINUTE OF LOST OPERATING TIME MEANS LOSS OF MONEY.**



SHOTS A RAY-O-LITE AT A MOVING DUCK TARGET! —

For over two years **Seeburg** engineers industriously worked to perfect the **Ray-O-Lite Rifle Range**. Every detail was subjected to exhaustive tests to assure its smooth functioning when on location. It is no wonder then that the **Seeburg Ray-O-Lite Rifle Range** has achieved such amazing profit and performance records on thousands of locations.

In search of "quick-money" at anybody else's expense, without a regard for returning full value, the unethical manufacturer rushed into immediate production in a futile attempt to imitate the **Seeburg Ray-O-Lite Rifle Range**. The unfortunate operators who have handled these inferior machines realize now that the lack of mechanical reliability spells ruin!

Again, the **J. P. Seeburg Corporation**, a leading manufacturer in the automatic field for over thirty years, urges you to operate a **Ray-O-Lite Rifle Range** . . . you can always be sure when you count the day's profits that they are the maximum, resulting from **FULL OPERATING TIME**.

THE SEEBURG FRANCHISE

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1510 DAYTON STREET

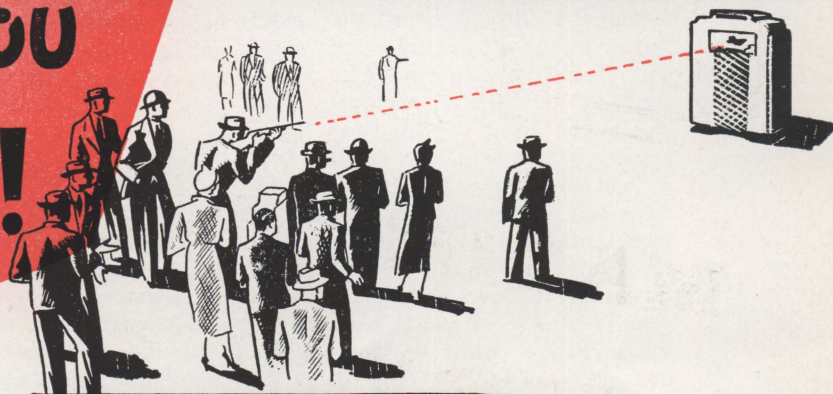
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ELECTRO BALL COMPANY, INC.

RAY-O-LITE

RIFLE RANGE

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COMPLETELY AUTOMATIC,
ALL HITS REGISTERED ON
ILLUMINATED PANEL

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REGULATION SIZE RIFLE

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ULTRA-MODERNISTIC
MATCHED WOOD CABINET
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J. P. Seeburg's Ray-O-Lite Rifle Range is fully protected by patents 2,007,082 and 2,007,083 and other patents pending. The J. P. Seeburg Corporation has the exclusive manufacturing license rights, and they have not been granted to others. All infringements will be prosecuted to the fullest extent of the law.



IS MORE VALUABLE

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CHICAGO, ILLINOIS

MAIN OFFICE: 1200 CAMP ST., DALLAS, TEXAS

STABILIZATION WILL PREDICATE THE FUTURE SUCCESS OF THE AUTOMATIC BUSINESS

(Continued from Page 191)

"shoestring fellows" out of business.

I wouldn't want to go on record as saying that this condition was intentionally thrust upon the small fellow to force him out. It is a result of the public's fickleness in regard to amusement machines. As the public tired of the stereotyped amusement devices, the manufacturer had to keep pace with their desires by continually producing new machines that required more materials, labor, research and experimental work. Consequently, the rise in prices of all automatic equipment was a direct result of the public's demand.

The days of tremendous volume production have resolved into a more sane and steady production. Previously the operator who invested money in a machine only to find that before he could even get his original investment out of it, another "new and more sensational machine" had moved him out of the location, is likewise in a better position. With the higher class equipment his

business becomes more stabilized, there are better opportunities for finer location and likewise, bigger receipts.

Frankly, I feel that at the present time, the automatic industry as a whole, is in fine condition. With this stabilizing condition as a paramount factor, I am most optimistic about the future of our industry.

I am sure the new automatic equipment exhibited at the 1937 Coin Machine Convention will substantiate my optimism.

BECKER PRAISES TARGETTE

Remarkable reports are pouring in on the sensational success of the J. H. Keeney Targette Electric Ray Rifle Game. Not only has its ever widening popularity been signified by these actual reports, but also by the number of operators and jobbers who have contacted, on their own accord, their respective distributors.

Coast to coast showings have resulted in enthusiastic acceptance, and already the most active operators in the country have laid plans for further expansions of location placements with regard to Targette.

Factory No. 2 is being devoted exclusively to the manufacture of this

machine. The present production is estimated at the high rate of 100 Targettes per day.

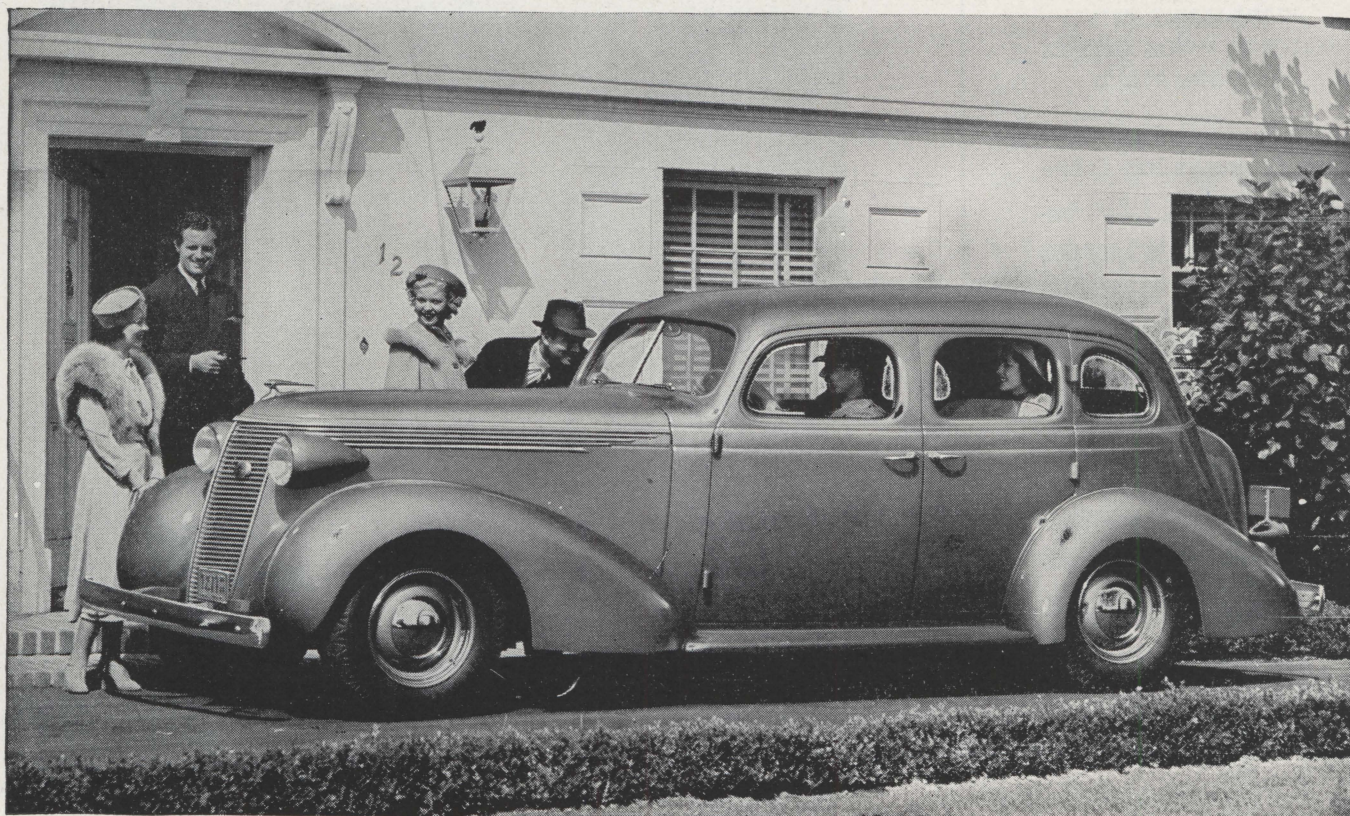
Although the assembly of this device is geared to such a fast speed, every Targette is thoroughly tested and checked before being shipped.

Ray Becker, well known sales manager of this firm, states, "The inherent policy of every Keeney production has been the perfect blending of mechanical perfection with some dynamic playing appeal. In the case of Targette, you have a highly developed machine that is assured of smooth operation. In addition, it possesses a rare skill appeal, stimulated by the moving target with the accelerated rate of motion, a feature which makes this game fascinating to play."

Another ingenious Keeney feature is the various methods by which this game may be made adaptable for specific types of locations. That this is being fully capitalized upon is evidenced not only by the number of placements but the variety.

"Dad, tell me, what does bankruptcy mean?"

"Bankruptcy, my boy, is when you put your money in your hip pocket and let your creditors take your coat."



This beautiful car will be driven away by some lucky fellow who attends the National Coin Machine Show in Chicago

Leading Distributors Acclaim Daval Games

Chicago — Daval Manufacturing Company have sounded out all their distributors on the new games which the firm intends to display for the first time at the coin machine exhibition and have found that everyone of these leading distributors is eagerly awaiting the games.

Al S. Douglis, president of Daval Manufacturing Company has just returned from an Eastern trip where he met with certain of his distributors and became better acquainted with the coin machine situation in the eastern part of the country.

He spent many weeks in a southern and western trip this past summer meeting with hundreds of operators and jobbers and planning ahead for this show with his distributors in that part of the country.

Those new games have already been acclaimed by such leading distributors as Gerber & Glass of this city who have been working closely with Daval on their preparation for the show.

Joe Calcutt of the Vending Machine Company of Fayetteville, N. C., reports that the Daval games are the leaders in his territory. Joe believes that operators are recognizing the value of the Daval games and that more and more of these will be on location everywhere in the south-east during 1937.

S. H. Lynch of Electro-Ball Company, Inc., Dallas, Texas, has also been one of the leading distributors for Daval products and says that the Daval games have been among the leaders in the southwest for past years. Electro-Ball is especially interested in the new Daval games and will prepare an elaborate campaign to introduce them in their territory after the 1937 showing.

The "Little Napoleon" Willie Blatt of Supreme Vending Company, Inc., of New York and Brooklyn has created one record right after the other with Daval pin games during this past year and enters 1937 with the firm conviction that the Daval games which will appear at the Show will lead all others. Willie claims that the entire eastern section of the country is Daval game conscious and that before they buy the operators ask whether "It's a Daval game?"

Down in the deep South, Max and

Harry Hurvich, the "Goldust Twins" of Birmingham Vending Company, Birmingham, Ala., are also all enthused over the new Daval games and report that their customers are eagerly awaiting the games which have helped them thru 1936 in such fine fashion.

In Philadelphia, the said "Quaker Town," I. H. "Izz" Rothstein of Banner Specialty Company reports that operators and jobbers in this area admit that Daval games are the best and that he is firmly convinced that Daval games will be even better in 1937 and is waiting for the show to help prove it to the many Philadelphians that will be present.

Way over in Los Angeles, Irving Bromberg continues to rush wires for more and more of the Daval games. Irving claims that the moment he announces a new Daval game that his offices are flooded with orders. "That's why I love Daval," says Irv.

In Pittsburgh, which is coming back quite a ways, Ben D. Lazar and Si Lazar are both enthusiasts for Daval counter and pin games. Both men have been constant visitors at the Daval plant and have also seen some of the games which will soon appear. They both claim that the new Daval games will stop the show.

And back again to the Coast, over in San Francisco, Lou Wolcher, of Advance Automatic Sales Company, who has been doing a record job with Daval games during 1936 reports that he feels the firm will do even a better job in 1937 with the new games which Daval will present at the show. "And that will be going some," Lou says.

Over in Cincinnati, where good beer is made right at home, Bill Marmer and Ben Goldberg of Sicking Manufacturing Company, Inc., who have been with the industry for more than 41 years, have always done a record job with Daval products, but, both men say, "These new Daval games will outshine everything which has ever been produced, take it from us."

Way up in the Northwest where champagne is mixed with the pine tree odor, Harry Wolcher of Western Distributors, Inc., known as the "sultan" of the northwest, is getting

ready for the biggest year in his three offices, located in Seattle, Portland and Spokane, with the new Daval games. In fact, Harry is so hopped up over the new Daval games that he has actually been giving away gold rings and silver dollars all this year just to prove what money he's going to make with Daval games in 1937.

Down in the mid-south in Nashville, Tenn., Harry G. Payne has been "going to town" with Daval games and now says that there are no other games that can stand alongside of them.

In fact over in Louisville where they kinda brag about their horses, women and hound dogs, Charley House is all set for one of the happiest moments of the New Year, he reports, when he gets to Chicago to see the new Daval games at the Show.

And all throughout the country the word is spreading from the leading distributors—that "It's Daval Again."



LEON BERMAN

Manager of the New York office of the Electrical Products Company. He maintains a complete warehouse and factory service facilities for the trade at 152 West 42nd street, New York. Leon has thoroughly familiarized the entire Eastern trade with the famous Epco products. His services have been most invaluable.

He: If a man steals, no matter what, he will live to regret it.

She: How about those kisses you used to steal before we were married?

He: You heard what I said.

McCORMICK AGAIN BRINGS HELPFUL NECESSITY TO PHONO OPERATORS

Greenville, N. C.—L. B. McCormick, president of the North McCormick Machine Company of Greenville, N. C., and well-known to all phonograph operators simply as "Mac" again brings the music operators a helpful necessity which rivals that of the 60 record carrying case which he introduced last year. This time it is a phonograph cover which is not only waterproof but absolutely guaranteed for one full year against wear. This cover was especially constructed and invented by "Mac" after much experimentation and disappointment with the usual blankets which are urged upon the phonograph operators. He has found that operators who are now using the covers claim that the locations seem to be more greatly impressed with the machines.

The cover allows the operator to use a smaller truck or car and they have proven that it is not necessary to have a closed car for the cover will protect the phonograph's beautiful, highly polished surface from harm in every fashion, whether from the elements or from bumps and scratches occasioned by fast driving and bad roads.

The new McCormick phonograph cover has also been found to be especially useful in moving machines from one location to another in perfect safety. Inexperienced phonograph movers can carry the machine safely for the operator can rest assured that when it reaches the next location it will not be scratched or marred.

In addition to this very useful necessity for the phonograph operator, "Mac" McCormick also continues to supply hundreds of operators everywhere in the country with his world famous 60 record carrying case which is the sturdiest and most practical of its kind ever introduced to this industry. Formerly operators were required to have such cases made up for them at exorbitant prices if they wished for complete protection of their records from warping and breaking while in transportation. But "Mac" solved this problem by being able to produce the 60 record carrying case in large quantity and giving it the experience of his many years in the phonograph business in construction detail and therefore brings it to the operator at an unusually reasonable price.

At the 1937 coin machine show

"Mac" will be present in his own booth, number 87, to meet with his many friends in the industry and to show them the features of his two famous necessities for phonograph operators.

His products are recommended by all leading music machine men and are now in use from coast to coast.

He guarantees both articles to the operators and reports that some firms have purchased as many as a dozen or more of his record carrying cases sending him many letters of compliment. Mac claims that the new phonograph cover will be even a greater success than his record carrying case and suggests that operators visit him at his booth at the Show to learn why.

TOTALIZER INSTANT HIT IN EAST

New York.—The new Daval high score play pin game with the sensational "burglar alarm" cash box has proved an instant hit in this city and in surrounding territory.

For many months there has been a great demand for a high score pin game and though the demand continued strong no manufacturer produced a game which perfectly blended the qualities of the famous high score play pin game action with the new type of non-payout pin game play until Daval Manufacturing Co. sent the first carloads of Totalizer games here.

Willie Blatt of Supreme Vending Company, Inc., of this city, who represents Daval Manufacturing Company in New York and New Jersey, reports that his firm received over 500 machine orders for the game simply by showing the photograph which was first rushed here.

This instantly upheld the statement that Willie had made some time ago to Al S. Douglass, president of Daval, that the proper high score play action pin game would immediately create a sensational run throughout the East.

The additional "burglar alarm" attachment which Daval Manufacturing Company invented appears on Totalizer for the first time on any pin game and is one of the reasons for making this game one of the most outstanding hits this territory has ever had.

The "burglar alarm" prevents anyone from attempting to rifle the cash box. Any attempt to break into the cash box immediately starts a bell ringing, calling everyone's attention to the attempted pilferage.

Being thus caught red-handed, it brings the desired result that same thief or gang of thieves will never again attempt to rifle the cash box of similar brand pin games.

That is why every operator, immediately as he hears of the new "burglar alarm" on Daval pin games, is eager to immediately trade in all his old equipment for the new Daval Totalizer.

NO GAMES MAY BE SHIPPED TO CANADA WITH ANY POWER PACK EXCEPT THE ELECTROPAK

A new story of vital importance to every manufacturer, distributor, or jobber of automatic devices who sells to Canadian operators or jobbers recently broke in all automatic journals.

The famous Electropak, used throughout the entire automatic industry, manufactured by the Electrical Products Company of Detroit, Mich., was exclusively approved by the Hydro Electric Power Commission of Ontario. This approval permits the sale of this product in Canada.

Electropak, and the Electropak alone conforms with all the strict requirements and high standards demanded by the commission. The Electropak was, therefore, granted approval No. LA 5076. The Hydro Electric Power Commission of Ontario exercises sole control of all electrical devices sold in this territory.

This, inasmuch as Electropak is the only power unit approved for sale in Canada, no games may be shipped into Canada with any power pack other than the Electropak.

The Electrical Products Company has a special 25 volt Electropak devised exclusively for Canadian consumption. This device completely meets the requirements of Canadian operators for a power pack to operate their electrically run amusement devices. This unit, used with the standard Canadian electrical current, eliminates the necessity of dry cell batteries, thereby cutting the operating costs of Canadian operators up to \$90 per game per year.

The approval that the Hydro Electric Power Commission of Ontario has bestowed upon the Electrical Products Company's Electropak is just another milestone in the sensational success of the Epco firm. It is needless to say that other power packs must have been presented for

approval, and the significant fact is that only the Electropak has been approved after severe tests by the Hydro Electric's electrical engineers.

Operators in the United States will also appreciate the news of the exclusive use of Electropak in Canada because it backs up their conviction that the Electropak is by far the most superior device of its kind ever manufactured. The foregoing words are definitely proven by the fact that more than 92 per cent of all manufacturers of coin operated devices use the Electropak.

EPCO SERVES ENTIRE INDUSTRY

Never before has so remarkable an alliance been formed between a manufacturer and an entire industry. Tracing the recent development of either automatically unfolds the story of the other. Inseparably fused, hand in hand, the Electrical Products Company of Detroit and the

coin machine industry have made much progress together.

Creators of specialized power units, this company, some 18 months ago produced the Electropak. A thorough, reliable unit, it became the official power pack for the whole automatic field. With this unit, new developments and features were made possible. The animation principle, flashing lights, illuminated scoreboards and back panels, ingenious playing mechanisms, all were made practical and efficient because of the dependable power output provided by the Electropak. Carrying through production to meet all contingencies that arise, another unit called Adaptopak was produced, being able to operate on both alternating and direct current.

Another advancement stimulated and furthered by the Epc organization was the Photo-pak, a device employed by machines using the photoelectric cell principle. This highly technical feature was impractical and entirely unsatisfactory until the

Photo-pak was placed on the market. Almost every major manufacturer of this type of amusement machine uses Photo-pak.

Supplying a varied line of equipment, the Epc Company has met another operating problem with the Electrolok. Many a machine has been cheated with amazing frequency while it was not under operating power. This has been made impossible with the advent of Electrolok, a device which protects the machine from being misused while it is not under full playing power.

This is but a bare resume of what the past has been. Glorious as it was, officials of the automatic industry and the Epc firm look to the future with visions of even greater achievements springing from their incomparable co-operation.

DO YOU KNOW—

That if all the Texas Steers were one big steer, he would stand with his front feet in the Gulf of Mexico, one hind foot in Hudson Bay and his other in the Arctic Ocean and his tail would brush the mist from the Aurora Borealis.

* * *

That there are 160,000 miles of public highways in Texas.

* * *

That there is a jail house inside the walls of the Texas penitentiary at Huntsville.

* * *

That the famous Three-D brand of the Waggoner ranch was caused by a cowboy who bent the iron into three perfect "D's" but found that when put on a cow the letters were backward.

* * *

That cotton is grown in 240 of Texas' 254 counties.

* * *

That nine county lines in Texas form a straight line 300 miles long. Erath county to the east, to Andrews county on the west.

* * *

That Texas is the only state that was a nation before becoming a state.

* * *

That although Texas leads all states in production of wool and mohair there is no manufacture of woollen or mohair goods in the state.

* * *

That Texas produces about 90 per cent of the polo ponies in the U. S.

* * *

That there are in Texas today only about 2,100 Indians.



FIRST ORDER FOR ROCK-OLA'S NEW 1937 WORLD SERIES—THIS shows the first order being placed, at the big Rock-Ola factory in Chicago, for their new 1937 World Series. On the left, we find Mr. R. H. McCabe, factory representative of Rock-Ola Manufacturing Corporation and next to him is Mr. A. W. Juster, owner of the Badger Bay Company, 1013 Main street, Green Bay, Wis. Next to him is Harry Williams, engineer at the Rock-Ola Manufacturing Corporation. At the extreme right, we find Mr. Jack Nelson, vice-president in charge of sales at the Rock-Ola Manufacturing Corporation, writing up a large order of Rock-Ola's new 1937 World Series for Mr. Juster.

**4 CENTS
A WORD**

WANT ADS

**CASH
WITH
COPY**

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically, 2,500 names, \$5; 5,000 names, \$9; 7,500 names \$12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WE CARRY A COMPLETE LINE OF ALL the latest floor and counter machines. Big variety of late-model machines at low prices. List mailed weekly. Marion Company, 564 West Douglas, Wichita, Kan. (Reg.)

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket, 1c or 5c size, \$1.50 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. \$1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE BUY ANYTHING IF THE PRICE IS right and pay spot cash. One ball pay tables, Paces Races, cigarette machines, phonographs, slot machines or anything else. Charles Pittle, New Bedford, Mass. (Mass.)

FOR SALE CHEAP—BALLY ONE BALL pay tables. Slot machines. Paces Races. Snack Vendors, and other machines. Write for prices. Charles Pittle, New Bedford, Mass. (Reg.)

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

PHONOGRAPH BARGAINS: USED Seeburg Selectophones and Symphonolas. Also marble tables and counter machines. All machines reconditioned. For information, write C. H. Hilligoss Co., 617 West Douglas, Wichita, Kansas.

WANTED TO BUY: MILLS DEWEYS, Mills Big Six, also Twin Deweys. Pioneer Coin Machine Co., 706 Carroll St., Fort Worth, Tex.

FOR SALE: 20 PEANUT VENDING machines with five double stands, all in perfect condition. These machines are the very latest type. Beautifully finished in aluminum alloy. The globes are hexagon style and the capacity seven pounds. For complete details, write, Dewey Knowles, YMCA, Fort Worth, Texas.

FOR IMMEDIATE SALE: WURLITZERS, Capeharts, Mills, Seeburg phonographs at bargain prices. First class condition. Will sell phonographs or trade for Watling or Rock-Ola scales. Phonograph records, slightly used, late releases and artists, \$10 for 100. Satisfaction guaranteed. C. W. Percy, Greenway Lane, Preston Hollow. Phone 58-4770, Dallas, Texas.

WANTED: BALLY BABYS, DICE Machines, Gem venders and Penny Packs. Will trade. What do you need? Marion Company, Wichita, Kansas.

CLEAN-UP SLOT MACHINE BARGAINS—2 Mills 5c DJ Pot Skyscraper Bell, \$32.50; 1 Mills 10c DJ Pot Lion Skyscraper Bell, \$32.50; 2 Mills 5c DJ Pot Lion Head Bell, \$35; 1 Mills 5c SJ Pot Gooseneck Bell, \$12.50; 1 Mills 5c DJ Pot Gooseneck Bell, \$18; 1 Pace 5c DJ Pot Batam Bell, \$15; 4 Mills 5c DJ Pot Escalator F. V., \$40; 1 Watling 25c SJ Pot Blue Seal Bell, \$17.50; Folding Slot Machine Stands, \$1.50; Percentage Regulators, per dozen, \$6. Slot machines, buffed, painted and refinished to look like new. Mills parts of all kinds. New Watling, Rol-A-Top, Pace and Caille Slots for sale. Drop us a line or come in to see us. Southwest Coin Machine Co., 116 E. Tenth Street, Fort Worth, Texas.

U-NEED-A-PAK DISTRIBUTORS. THE X L Coin Machine Co. are New England distributors for the sale of all models of U-Need-A-Pak Cigarette Machines. Sales and showrooms are located at 1351 Washington Street, Boston, Mass. A complete display of 3-5-6 and 8 column vendors in most attractive colors await your perusal here; also ample stock for prompt delivery. A complete line of used cigarette machines at attractive prices. Mr. Maurice Kushner, so well known to the trade, is in charge. X L Coin Machine Co. Tel. DEVonshire 6813, 1351 Washington Street, Boston, Mass. "If It Operates with a Coin, We Have It."

CHANGES IN HOURS OF EXHIBITION

Hours of exhibition for the 1937 Coin Machine Show have been changed by the Convention Committee to the following:

January 11—12:00 noon to 10:00 p. m. (admission from 12:00 noon to 2:00 p. m. restricted to persons with season badge.)

January 12—12:00 noon to 10:00 p. m.

January 13—12:00 noon to 10:00 p. m.

January 14—10:00 a. m. to 2:00 p. m.

No special distributors, jobbers and operators preview tickets will be issued, but season badge will admit on Monday, during the restricted hours of 12:00 noon to 2:00 p. m.

At other times admission will be either by season badge or by individual admission ticket, the price of which will be \$1.00.

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AMERICAN CHEWING

ALL SIZES
FLAVOR
THRU and
THRU
PERFECTLY ROUND

Protective
Packing

128 Mt. Pleasant

NEW YORK
N.Y.

1937 "It's Rol-a-top again!"

FOR TOP PROFITS!



ROL-A-TOP BELL TWIN JACK POT

Let's Face Facts:

It is a fact that you are in business to make money!

None can dispute this fact:—

Most locations will want a new machine in 1937.

Due to the fact that business is good in America today, and has been good for sometime past, you will see a great many locations looking for something finer and different—locations that no longer will be satisfied with the old machines.

You watched the 1936 **ROL-A-TOP** sweep America, saw it make one of the most sensational advances in the coin machine industry.

1937 **ROL-A-TOP** will sweep the country again. Why? Because we have not changed the design of the **ROL-A-TOP**, it is still the most outstanding, beautiful and popular coin machine ever built. We have made some very important improvements on the mechanism. **The ROL-A-TOP** gets and holds the finest locations, it is distinctive, it is different.

When you're out to win, you must get the best locations and hold them, you can't afford to take a chance with old machines, get the **ROL-A-TOP**.

Is this not also a fact?—

Success for an operator is not the number of machines he operates but the amount of money he has in the bank at the end of the year; make 1937 your best year, **switch to ROL-A-TOP**.

Your money goes farther when you buy a ROL-A-TOP.

The **ROL-A-TOP** is built for 1c, 5c, 10c, 25c and 50c play. It is built with the Straight Payout, which pays 2-4-8-12-16-20 and the Jack Pot, or the Wonder Payout, which pay 3-5-10-18-20 and the Jack Pot. Get the latest and the best, years ahead of anything on the market. (Our guarantee, if not satisfactory after a 10 days' trial it can be returned and the money will be refunded.) Can also furnish the above machine with Vender Attachment and Gold Award.

SWITCH TO ROL-A-TOP—SAVE MONEY

The Most Talked-of Machines in the World Today

INVENTED AND MADE ONLY BY

WATLING MANUFACTURING COMPANY

4640-4660 West Fulton Street, Chicago, Illinois, U. S. A.

Cable Address: "WATLINGITE" Chicago

Telephone COLUMbus 2770 All Depts.

**SHOW
MODELS**

**48 YEARS OF
PROGRESS
ESTABLISHED
1889**

1937 MODEL

IT HAS EVERYTHING

**DON'T WAIT—
ORDER NOW!**

Large Standard Reels }
Close to Glass }
Easy to Read }

New large adjustable Jack
Pots, you can make them
large or small. Pays out
Alternately, first No. 1
then No. 2, always one
full Jack Pot in reserve.

Large Money Cup
Not Necessary to Shake
the Machine to Get the
Money
The Money Does Not
Roll Out on the Floor



{ New beautiful raised money
design finished in Gold.

{ Greater Playing Appeal.

{ Cup in which second coin is
returned.

{ Special New Designed
Steel Handle.

**DON'T WRITE
WIRE
YOUR ORDER**

Built for:
1c-5c-10c-25c play

Height, 23 inches
Depth, 15 inches
Width, 14½ inches

Money Refunded if not Satisfactory
after 10 Days' Trial.

TREASURY TWIN JACK POT BELL

IT'S GOT WHAT IT TAKES!

The *Treasury* has everything, and does everything, that other manufacturers claim, on paper, that their machines will do; our machines really do it.

The greatest mistake the investing public makes in buying a coin operated machine is for him to "Buy Price or a Design."

Watling has proven in his 47 years experience in building coin operated machines, the most important things are simplicity of construction; smoothness and ease of operation; strength to endure rough usage; and a performance that is more than equal to the owner's every requirement.

Exterior appearances are all important in the Coin Operated Machine, as the more attractive they are built, the more customers they attract.

Beauty in a coin operated machine is as the mechanism functions.

Therefore, the efficiency and the endurance of its mechanism determines its real value.

IMPORTANT

When ordering machines state whether you want Mystery or Wonder Payout which pays out 3—5—10—14—18—20 and the Jack Pot, or Regular Payout which pays out 2—4—8—12—16—20 and the Jack Pot.

It is equipped with the no-payout on check attachment and check separator and it can be operated as a check machine or a cash machine.

It is Folly . . . to HOPE for More than you PAY for.

PUT ALL MACHINES TOGETHER AND THEY CAN'T EQUAL THE *TREASURY*

INVENTED AND MADE ONLY BY

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4640-4660 West Fulton Street, Chicago, Illinois, U. S. A.

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**SHOW
MODELS**

**48 YEARS OF
PROGRESS
ESTABLISHED
1889**

AND ONWARD

UPWARD

WITH ROCK-OLA'S

RHYTHM KING



Your profits will continue to go UPWARD, and your business will march steadily ONWARD with "ROCK-OLA'S NEW 1937 'RHYTHM KING'."

When a plurality of records are selected, they are played in a *definite, predetermined* order.

In the Parade of Progress and Profits, "RHYTHM KING" offers you, in 1937, the greatest year in phonograph history.

ROCK-OLA
MANUFACTURING CORPORATION
800 NORTH KEDZIE AVE.
CHICAGO



ROCK-OLA

AND

QUALITY

ARE TWO WORDS THAT ALWAYS
GO TOGETHER

TOM MIX RADIO RIFLE

SMASHING RECORDS ON EVERY LOCATION!

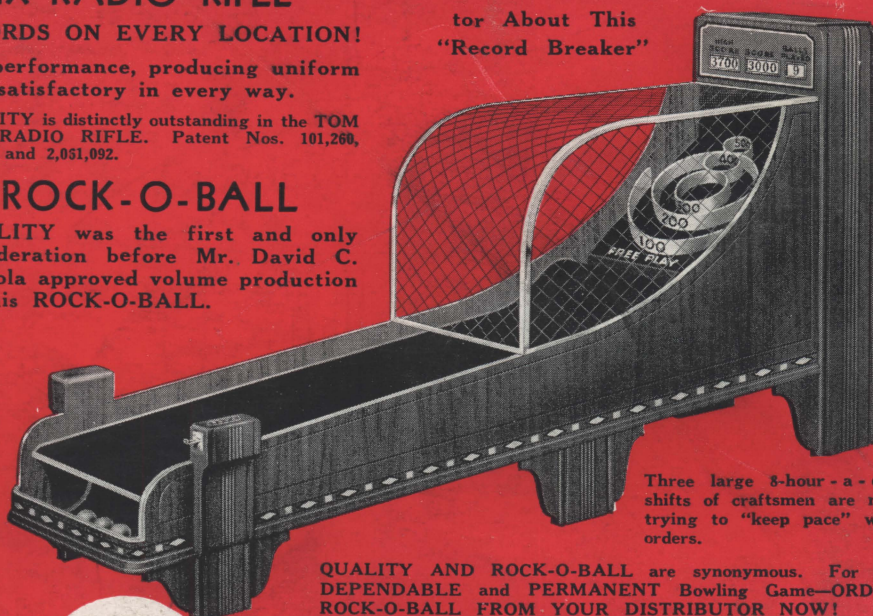
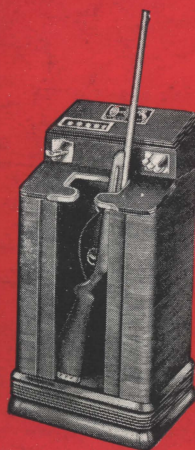
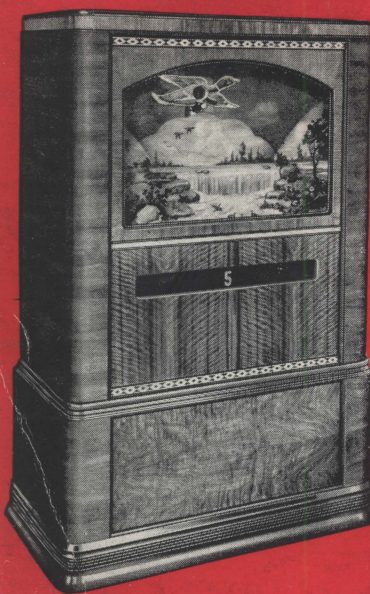
Definitely proved performance, producing uniform results completely satisfactory in every way.

QUALITY is distinctly outstanding in the TOM MIX RADIO RIFLE. Patent Nos. 101,260, 101,744 and 2,051,092.

ROCK-O-BALL

QUALITY was the first and only consideration before Mr. David C. Rockola approved volume production on this ROCK-O-BALL.

Ask Your Distributor About This
"Record Breaker"



Three large 8-hour-a-day shifts of craftsmen are now trying to "keep pace" with orders.

QUALITY AND ROCK-O-BALL are synonymous. For the DEPENDABLE and PERMANENT Bowling Game—ORDER ROCK-O-BALL FROM YOUR DISTRIBUTOR NOW!

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